

**I N S I D E:**

**AMERICAN TOP 40 & THE COUNTDOWN LEGACY**

Tom Rounds reminisces about the early days of establishing the colossus of countdowns.

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Additional copies of this special supplement may be obtained by calling R&R at (213) 553-4330.



**Complete Industry Program Guide**

The most comprehensive listing (almost 600 shows) of network and program supplier offerings is the cornerstone of this special supplement. Programs are categorized and arranged for your convenience and ease of reference.

The directory comes in two parts: new shows and currently existing programming. Programs

are classified: music specials, comedy, production libraries, full-time formats, etc., encompassing the full range of today's supple-

**In The Directory**

- Weekly music (1 hour or less)
- Weekly music (over an hour)
- Daily music (shortform)
- Seasonal/special music shows
- Comedy
- Sports
- News features
- Production/SFX/music libraries
- Fulltime formats
- Public affairs

**AT 40 And The History Of Countdowns**

When it comes to countdown shows, "American Top 40" is the premier institution. But its beginnings were a bit on the humble side.

AT40's creator, Tom Rounds, recalls that advertisers were hard to attract to such a bizarre programming concept, and stations were initially put off by host Casey Kasem's announcing style.

That's all history now, as is the first countdown show, "Your Hit Parade." "American Top 40 & The Countdown Legacy" is entertaining and



THE FIRST COUNTDOWN SHOW — Tommy Dorsey and Bing Crosby check their sheet music on "Your Hit Parade," the first countdown show.

informative reading. Also included: a directory of all current countdowns on the air.

**Surviving With The Big Guys**

The network/program supplier arena is big business, but there's room for the smaller operator as well. "Small Program Suppliers: Hope, Opportunity, Struggle" explores the special challenges faced by the smaller-scale suppliers to produce their programming and get it sponsored and broadcast.

Although the road can be rough, the prevailing tone of the operators interviewed is optimistic.

Supplemental programming is still an area where an individual with a winning idea can carve a niche for himself.

**R&R Survey Showcases Radio's Preferences**

At last — answers to some fascinating questions:

- What's the most popular special program in each format?
- What shows would stations most want to run if they could?
- What kinds of special

programming are there too much of?

- What do stations wish they had more of?
- What percentage of stations use shortform programming?

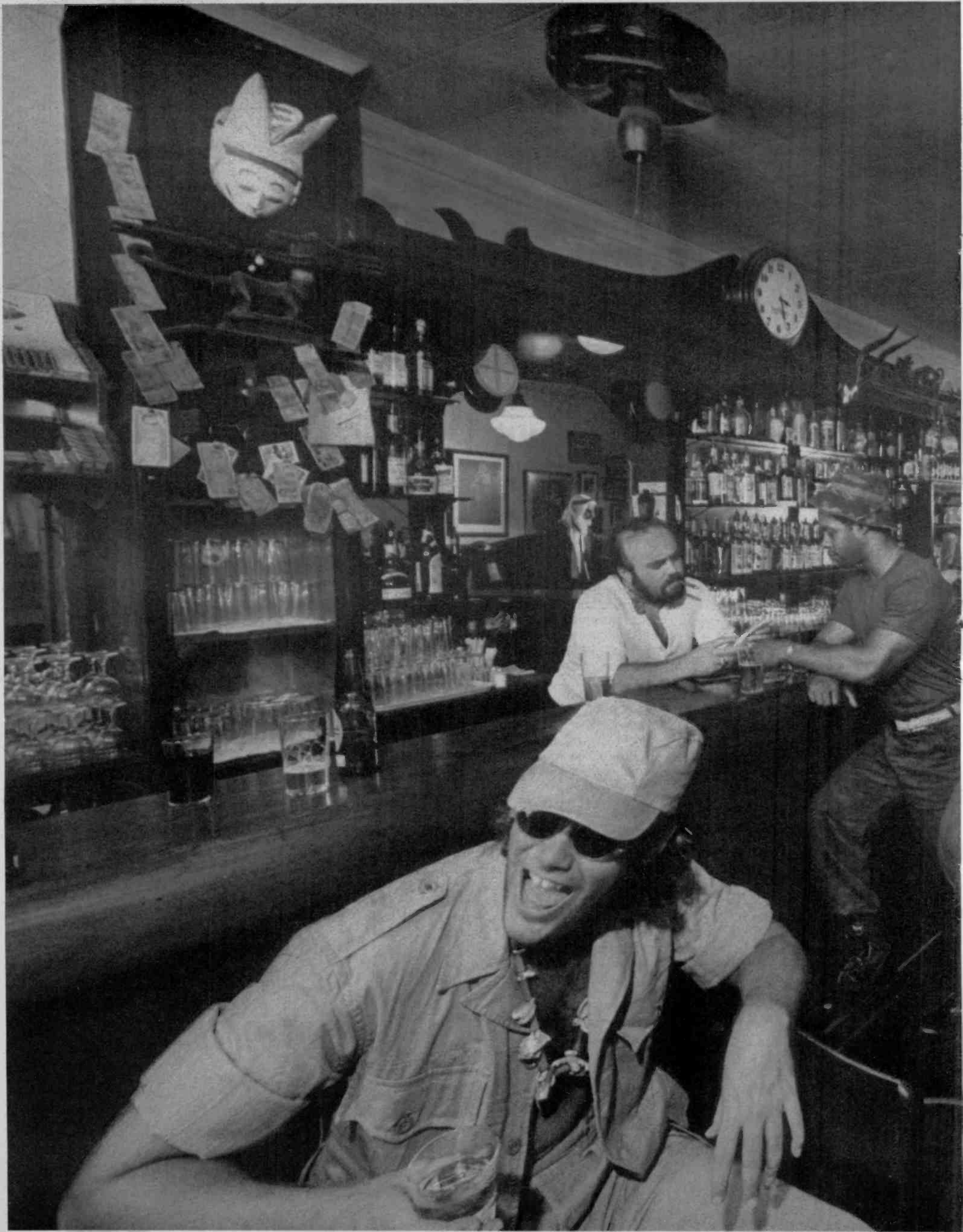
These and other questions were posed in a poll sent to R&R reporting stations. Their answers, representing trends and opinions from the nation's leading music outlets, are broken out by format and displayed throughout the Directory of Programming and in the summary article "Radio's Views On Networks & Program Suppliers." It's the first comprehensive look at the industry from the radio side.

**CDs Revolutionize Production Libraries**

As stations become accustomed to the quality of sound provided by CDs, production libraries are moving quickly to convert to the new configuration.

At many production houses, CDs are replacing vinyl rapidly, as clients request all-CD libraries. However, the move to CDs is not quite universal. Full story in "CD Production Libraries Offer Permanent Perfection."

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## A CONVERSATION WITH TOM ROUNDS

# American Top 40 And The Countdown Legacy

“Once again, the voice of the people has spoken. New Yorkers and Californians, Northerners and Southerners, Republicans, Democrats, men, women, and children — 120 million of you have told us what songs you want to hear this Saturday night. You’ve told us by your purchases of sheet music and records, by your requests to orchestra leaders in the places you’ve danced, and by the tunes you listen to on your favorite radio programs. That’s why ‘Your Hit Parade’ is your own program.”

Americans have been fascinated with countdown shows as far back as the 1920s, when radio’s popularity legitimized “pop” or non-classical music. It was inevitable that someone would develop a show quantifying and ranking this music. Accordingly, “Your Hit Parade” was born in 1935.

The show was a Saturday night staple during its 24-year run. Its formula was consistent: perform the week’s top tunes (in random order) while building toward the three top songs, which were presented in countdown fashion. Everything was performed live, either by vocalists or by the studio orchestra, since many radio stations in that era banned recorded music.

### Lucky Chart

The “chart” was compiled by BBD&O, the ad agency of show sponsor Lucky Strike. The company kept its compilation process secret except to say that a “large staff” was used to collect radio requests, sheet music sales, requests to orchestra leaders, and jukebox tabulations.

With the increasing popularity of prerecorded music and the onset of rock and roll, “Your Hit Parade” declined in popularity and ultimately was cancelled in 1959. The countdown concept lay dormant for ten years until KRLA/Pasadena midday personality Casey Kasem approached two former RKO PDs, Ron Jacobs and Tom Rounds, with the concept of “American Top 40.” In a conversation with R&R, Rounds, who now handles international distribution of the show, traced the evolution and development of what has become a vital radio institution.



FIRST TO COUNT TO NUMBER ONE — Long before “American Top 40” hit the air, NBC’s “Your Hit Parade” was a highly-rated Saturday night show counting down the nation’s top pop songs. In this late ‘40s photo, Frank Sinatra and Doris Day await cues.

R&R: At a time when there was virtually no radio syndication, what brought you to develop “American Top 40?”

TR: Casey told Ron and me his idea to do a national countdown show. Unlike the hundreds of locally-produced countdowns around the country, this show would offer much more — it was to be done “Casey” style, using that teaser-payoff technique he does so well. In fact, he had already developed it into high art at KRLA on a daily basis. This countdown was to provide a lot of facts, information, and statistics which would help people understand what was going on in music.

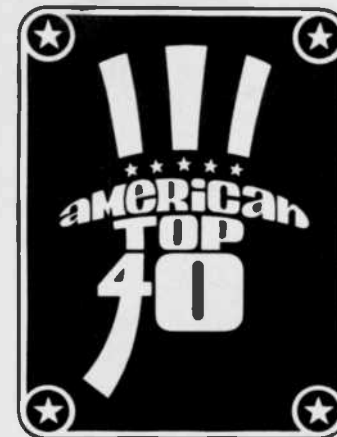


Tom Rounds

R&R: Why did you feel it was going to be successful?

TR: At that time, there was no national countdown show. The only one that existed before was “Your Hit Parade,” and it died in the late ‘50s. For some reason, radio was getting away from the quantitative approach to programming. PDs were not attaching a numerical value to the records they were playing. You have to have grown up with early top 40 radio to appreciate what a big departure that was. We felt the concept was perfect on a once-a-week basis, so we

Continued on Page 6



## Countdown Show Directory

Here’s a rundown of the countdown shows currently on-air:

Title	Host	Hours	# Songs	Format	Distributor
American Country Countdown	Bob Kingsley	4	40	COU	ABC-E
American Dance Traxx	Jeff Wyatt	3	30	UC-CHR	WO
American Top 40	Casey Kasem	4	40	CHR	ABC-C
Christian Countdown America	Jim Channell	2	20	CCR	RCC
Coast To Coast Top 20	Doug Steele	2	20	UC	AM
The Countdown	Walt Love	2	25	UC	WO
Countdown America w/Dick Clark	Dick Clark	4	30	AC	US
Countdown USA	Dave Sholin	4	40	CHR	CUSA
Country Music’s Top Ten	Charlie Cook	1	10	COU	JPB
Country Report Countdown	Ron Martin	4	40	COU	WRN
Rick Dees Weekly Top 40	Rick Dees	4	40	CHR	DIR
Fusion 40	China Smith	3	40	AA	TP
Highlights	J.J. Johnson	3	30	UC	BP
Hits Calientes	Luis Medina	1	10	SPAN	WO
National Music Survey	Charlie Tuna	3	30	AC	WO
On The Move	Tom Joyner	3	25	UC	CBS
Plain Rap Countdown	*	4		AC-CHR-UC	PRN
Rock Christian Countdown	Jim Channell	1	10	CCR	RCC
Scott Shannon’s Rockin’ America Top Thirty Countdown	Scott Shannon	3	30	CHR	WO
Top 30 Countdown	Bob Leonard	3	30	AC	SMN
Top 30 Countdown	Jason Taylor	3	30	CHR	SMN
Top 30 Countdown	Jim Beedle	3	30	COU	SMN
Top 30 USA	M.G. Kelly	3	30	AC	CBSR
Weekly Country Music Countdown	Chris Charles	3	30	COU	USP

\* Stations use local host

Distributor Key: ABC-C — ABC Contemporary; ABC-E — ABC Entertainment; AM — American Media; BP — Bullet Productions; CBSR — CBS RadioRadio; CUSA — Countdown USA Inc.; DIR — DIR Broadcasting; JPB — James Paul Brown Entertainment; PRN — Premiere Radio Network; RCC — Rock Christian Countdown; US — United Stations; SMN — Satellite Music Network; TP — TelePrograms; WRN — Weebeck Radio Network; WO — Westwood One/Mutual.



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Continued from Page 4

aimed for a national countdown. We thought it was instantly intelligent and immediately would be successful. We were wrong.

### Long Way To Break Even

**R&R:** How long was it before you made money?

**TR:** Let's just say the show wasn't instantly successful. In fact, it took two years to turn the corner. We started on only seven stations; by the end of the first year, we were on 75. The "corner" for us was about 150 to 175 stations.

**R&R:** How were you able to sell the concept of syndication to stations?

**TR:** In the beginning we didn't. That's why we only had seven stations on day one. A common response when we took the show to the station was, "Get out of here! We do our own programming, thank you very much." But our selling point was this: if you put the best writing, announcing, and production elements into a program, you're going to give a station something it can't do itself. Frequently a PD would say, "Who cares about the national charts?" We would say it provides a way for listeners to acquire a perspective of their local chart relative to a national one. That made a lot of sense to PDs, and they often put their local countdown next to ours.

**R&R:** Had any of those PDs ever heard of syndication?

**TR:** Some of them had. We had some help from a show called the "History Of Rock and Roll." It came out in 1969 on KHJ/Los Angeles as a way to give their jocks New Years weekend off. Ironically, production on the show took so long it didn't air until Easter! Anyway, the show was passed around to the other RKO stations, and ultimately syndicated to stations outside the chain. It wasn't until then that people began to do documentaries on popular music.

**R&R:** How did "AT 40" finally catch on at a national level?

**TR:** Casey was doing something really different from anybody else on the air. He was coming from a level of intelligence and moderation that wasn't particularly

popular at that time. It's hard to imagine what everyone sounded like in 1969 or '70, but Casey came on very low key; he worked the mike very closely and he was using his voice in ways no disc jockey had before. A lot of PDs just didn't get it. They liked the idea of the show, but said, "Where did you get this guy?"

### Trading Barter For Cash

**R&R:** What did stations think of the idea of bartered programming in those days?

**TR:** Many stations were very uncomfortable with barter because they thought we were stealing money from them. Many sales managers fought us tooth and nail. But at least we had one advantage — we had nobody sponsoring us for the first 13 weeks. We then got **MGM Records**, who carried us for at least 26 weeks. Our first big agency sell happened in early '71, when Ted Bates placed Certs and Dentyne on the show, but it was still very tough. At that stage nobody knew how to buy a bartered program, and we certainly didn't



stations \$39 a week, because that's what we needed.

**R&R:** At what point did you sense this show was going to endure?

**TR:** I felt really secure around

you go back and listen to an early show, he sounds more hard and overpowering than he does now. That old Casey would sound funny on the air now, but then radio in general sounds more intelligent than it used to.

### Four Letter Foray

**R&R:** With the current controversy surrounding indecent language, have you or Casey ever felt uncomfortable putting a song with explicit lyrics on the air?

**TR:** We've frequently aired songs with four letter words in them. I remember when Paul Simon broke through the "crap" barrier. Once, we inadvertently played the unedited version of the Isley Bros.' "Fight The Power" which used the word "bullshit." We felt it was up to the stations to decide whether to air a word or not, and thus advised them if there was going to be a problem, but we never censored anything.

**R&R:** Throughout the 17-year life of the show, you've never aired an interview with an artist; Casey has always paraphrased them. Why?

**TR:** We've never wanted to break the spell Casey casts between himself and the listener. We also felt that other voices were in-

trusive and distracting to the flow of the show. There were also other components, such as the technical quality of some of the interviews. However, coming up on July 4 I will be producing a special version of the show called the "Top 40 of the '80s" that will include artist interviews. Nowadays, with all the avenues in which to give interviews, artists are much more clear, articulate, and professional about giving interviews.

### Forever A Host

**R&R:** How much longer do you envision Casey hosting the show?

**TR:** Casey hasn't lost any ability to communicate well; in fact he's gotten better. This is the day and age where the performer's age doesn't make as much difference as it used to. There is also that huge population bubble which grew up with the 17 years of the show. "AT 40" reaches kids, of course, but people are quite loyal to the program so the demographic is huge and broad. Considering there are so many copies of "AT 40," Casey's presence makes the show sound even stronger. We just want to get across dependability, consistency, reliability, and accuracy. Casey is a vital guy and relatively young, so I don't see any limit to his tenure.



Format Executive Producer Ron Jacobs and Producer Don Bustany were among the braintrust when AT 40 went on the air.

know how to sell it. We tried hard, but we threw in the towel in '71 after losing a whole lot of money.

**R&R:** So you went cash to the stations. How did that go over?

**TR:** It was fine, but the interesting thing is how we devised our weekly license fee schedule. We divided the number of affiliates we had into our break-even figure. That's how we came to charge our

'72, when programmers told me they'd found entries for Casey Kasem and "American Top 40" in the Arbitron diaries.

**R&R:** Does "AT 40" sound much different from its early days?

**TR:** The show sounds much better. Casey was good then, but he has progressed considerably from the disc jockey sound of 1970. When

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## FORMAT-BY-FORMAT LOOK

# Radio's Views On Nets & Program Suppliers

**I**s special programming from networks and program suppliers meeting radio's needs? Are there too many count-downs? Which programs would stations most like to run if they could? These are some of the questions we asked radio to answer, hoping to arrive at a clearer picture of the network/program supplier/radio relationship.

We polled R&R reporters in the various music formats, gathering in this way the opinions of America's leading music stations. Many of the specific results (most-run programs, amount of time devoted to outside programming, reasons for running shows) are printed elsewhere, in boxes throughout this special. Other responses are broken down by format in this article, while some results that applied to all formats are analyzed in the center box. Below are format-by-format responses.

## AC: Satisfied With Programs

We asked stations to list their favorite shows, along with the ones they most wished they could run. In AC the favorite programs included (alphabetically)

- American Top 40
- Larry King
- Solid Gold Saturday Night
- Supergold
- Supertracks

Topping the wishlist was Solid Gold Saturday Night, with David Sanborn's Jazz Show and Rick Dees' Weekly Countdown also garnering significant response.

When asked why they ran network/syndicated programming, AC stations most often said it fills programming needs, with "strong audience following" the second most common answer. Financial benefits and "taking up a jock shift" were much less frequent responses, as was the case for virtually all the formats.

About 56% of the ACs polled said they didn't use shortform net programming, again a very close match to the overall picture, which was 43.8% yes, 56.2% no.

Perhaps the most consistently interesting set of results was a list of 12 types of programming which stations rated "need more," "about enough," or "too much." (See center box for overall results.) In AC two-thirds felt there were too many count-downs; most other types of shows were deemed adequate in supply by 50% of more.

Significant numbers of stations felt more comedy (45%) was needed. Comedy drop-ins scored 40% in

the "need more" area, stereo TV simulcast concerts mustered up 36%, magazine-style shows had a 42% need more score, and most notably, live artist call-ins were desired in greater quantity by 53%.

Sports and drama shows received relatively scant responses in the "need more" column, while almost no one felt there's too much comedy, artist call-ins, and magazine shows.

Stations were asked how much net/syndie programming they ran weekly, and AC broke down like this:

- 0-5hrs 34%
- 6-9hrs 23%
- 10hrs+ 43%

## AOR: More Concerts, Comedy

No clear consensus emerged for favorite AOR special programs in this poll, but the most-named entries include (once again, alphabetically):

- Flashback
- King Biscuit Flower Hour
- Powercuts
- Rockline
- Superstars Concert Series

The most-desired list had Classic Cuts, Powercuts, and Rockline prominently featured.

AORs were well above the overall average in running programming for its strong audience following, while rarely citing financial or shift-filling advantages. Forty-seven percent ran shortform programming, a bit above the total average.

Eighty-three percent of AORs said there were too many count-downs. Artist interviews/profiles were considered oversaturated by 46%, almost as many as the "about enough" answers (49%). Oldies shows also met with relatively unenthusiastic responses.

The most looked-for types of programming (with "need more" scores in the high 40% area) were comedy drop-ins (though, interestingly, longform comedy shows were strongly felt to be in adequate supply), live artist call-ins, and TV simulcast concerts. Stations felt there was "about enough" of everything else.

AORs run less special programming than most formats, scheduling the following amounts:

- 0-5hrs 50%
- 6-9hrs 37%
- 10+hrs 13%

## CHR Needs Comedy, Call-Ins

Rick Dees' Weekly Countdown and American Top 40 led the pack as CHR stations' favorite programs, with Future Hits, Hitline, and John Lander's show also scoring. AT40 and Dees were the most coveted shows by a wide margin.

CHR mirrored the average response in reasons for running pro-

gramming, with most opting for filling programming needs and strong audience following. There was a pronounced aversion to shortform programming, with just 33% running it, 11% under the overall figure.

Unlike AC and AOR, CHRs are divided on the question of count-down shows. Only 2% thought more were needed, but the "about enough" and "too much" figures were about equal. Three categories of programming drew strong

"need more" tallies: longform comedy at 47%, live artist call-ins with 58%, and comedy drop-ins a whopping 61%.

All other types of shows are apparently at satisfactory supply levels, by rather wide margins. However, if you subtract the votes for "about enough," some interesting disparities show up. Concert simulcasts and magazine shows veer convincingly toward the "need more" side, while concerts, artist interviews, and sports shows

are way over on the "too much" side.

CHR runs a lot of outside programming, as these figures show:

- 0-5hrs 27.2%
- 6-9hrs 38.3%
- 10+hrs 34.6%

## Country Calls For More Artists

Country's favorite program appears to be American Country Countdown, with large percentages of stations also mentioning Country Today, Solid Gold, and Country Music's Top Ten. ACC is also the show stations would like to have if they could.

Country stations lean more toward "filling programming needs" as the primary reason for running shows, compared to the total tally. They almost precisely reverse the overall shortform programming percentages, with 56% carrying shortformers.

To a great degree, Country outlets appear content with the supplemental programming they're getting. Of 12 categories of shows, only two failed to score a majority in the "about enough" column. Those were simulcast TV concerts, about which 45% thought there was sufficient quantity and 47% felt more were needed; and live artist call-ins, with 53% wanting more. Unlike the other formats, Country stations feel their comedy needs are being taken care of.

If you take the "about enough" answers out, however, there's some evidence of a desire for more oldies shows and concerts, with a similar lean away from count-downs and sports shows.

With time allocations of:

- 0-5hrs 38%
- 6-9hrs 33%
- 10+hrs 29%

Country was almost right on the button with the cumulative averages for net/syndie airtime.

## Urban & Jazz: No Consensus

Urban and Jazz stations did not reveal a clear picture of their network/program supplier preferences and habits, with no shows emerging above the rest as favorites or most-coveted.

Briefly, here are a few highlights of other responses. Urban stations showed a distinct tendency toward low net/syndie airplay, with almost 90% under six hours a week. Live artist call-ins were the most desired form of programming, with lifestyle and comedy shows also scoring high and oldies seeming a bit oversaturated.

Jazz stations have a pronounced lean toward the high end of outside programming content, with over two-thirds above ten hours a week. They're satisfied to a remarkably even extent with present programming.

## ARTIST CALL-IN, COMEDY BITS MOST NEEDED

### Rating Today's Programming

Radio stations were given the chance to express how saturated they are with various types of outside programming. Totalling up, as we've done below, the responses from all formats on 12 different kinds of programs now gives program suppliers a better idea of where the holes are, or the areas where oversupply exists. Meanwhile, stations now know music radio's general feeling about the different kinds of shows.

Here's how radio's responses came out:

Type Of Show	Need More	About Enough	Too Many
Countdowns	2.0%	42.9%	55.1%
Artist profiles/Interviews	10.2	57.3	32.5
Oldies/retrospectives	17.5	56.3	26.2
Concerts	22.5	55.8	21.7
TV simulcast stereo concerts	39.1	47.1	13.8
Comedy	36.4	52.4	11.2
Comedy drop-in bits	46.8	40.4	12.8
Artist live call-ins	53.4	36.1	10.5
Lifestyle	26.7	49.6	23.7
Sports	10.3	67.6	22.2
Drama	17.1	66.3	16.7
Magazine (variety)	30.6	57.1	12.3

For most categories, radio's overall feeling was that enough examples currently exist. Sports and drama scored highest in the "about enough" categories, but nine of the 12 classifications registered their high scores in that middle column.

One exception was countdowns, where a decided majority is convinced there are too many. Comedy drop-ins was a close one, but more radio people felt they needed additional entries than thought there were enough already. Live artist call-ins is the one category where the consensus is "give us some more."

Artist profiles/interviews, while scoring highest in the "about enough" column, otherwise broke down about 3-1 in favor of there being too many.

Similarly, sports, if you take out the "about enough" responses, comes out over 2-1 on the oversaturation side.

On the other hand, comedy (as opposed to drop-ins) leaned 3-1 toward "need more" if the middle column is subtracted, and magazine shows have a 2½-to-1 ratio toward the demand side, apart from the "about enoughs."

Other subtle distinctions can be unearthed from looking more closely at the stats, so if that's your inclination, we hope you find what you're looking for.



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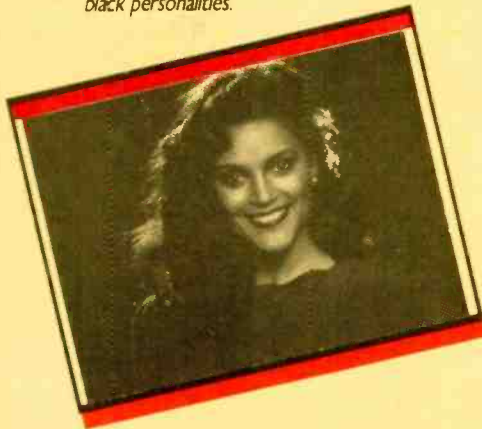
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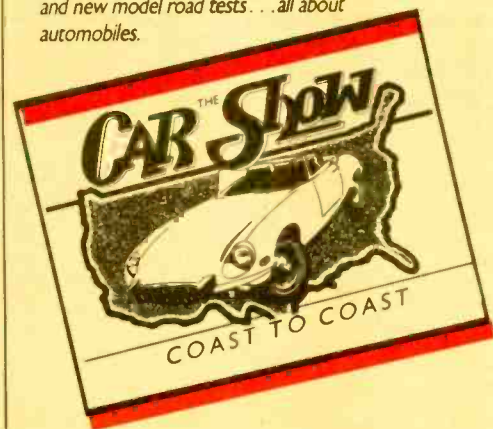
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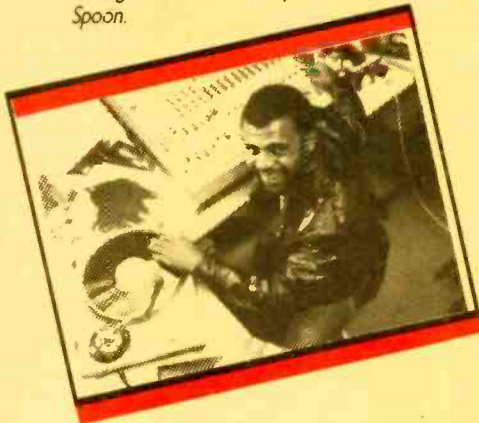
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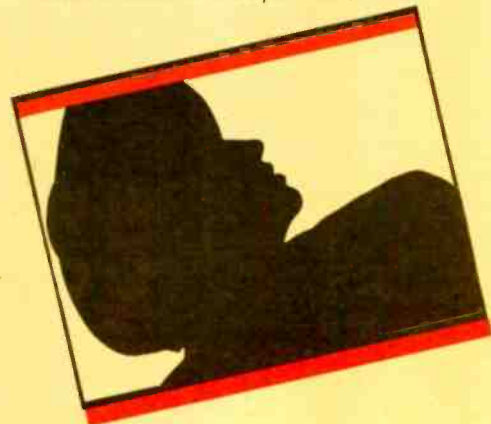
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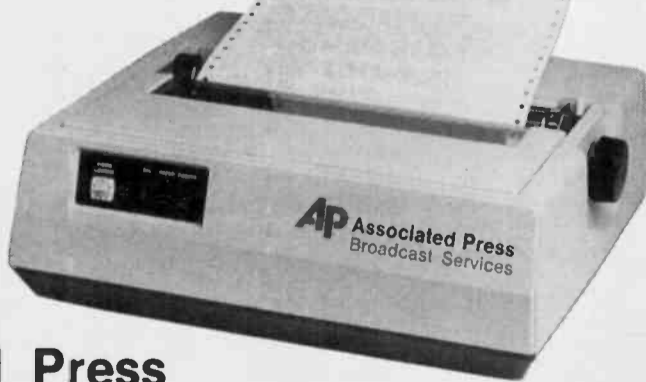
You know something every advertiser in this country knows.

For depth, breadth, speed, and accuracy, nobody can touch the world class newsgathering ability of AP.

Twenty four hours a day, we're preparing for the most important message in radio.

# AP

**Associated Press**  
Broadcast Services



# THE NEW GENERATION OF SYNDICATION

**C**oncerned with quality programming... programming that makes sense in prime dayparts on America's great radio stations like... *WHTZ FM – New York, KIIS AM/FM, KROQ FM – Los Angeles, WGCI AM/FM, WKQX FM – Chicago, KMEL FM, KRQR FM, KYUU FM – San Francisco, WMMR FM, WSNI FM – Philadelphia, WZOU FM – Boston, WDTX FM, WNIC FM – Detroit, KTKS FM, KTXQ FM – Dallas, WAVA FM, WKYS FM – Washington DC, KKBQ AM/FM, KRBE AM/FM – Houston, WMMS FM – Cleveland.*

**O**ur 1987 Advertisers recognize quality programming as well... *Warner Lambert, Gatorade, Columbia Pictures, CBS TV, Honda, Suzuki, Hostess, Nissan,* to name a few.

**C**reated by radio people for radio people... major market programmers and personalities that know what it takes to develop quality features that radio stations want.

## **THE CLA'ENCE UPDATE® Of ABC's All My Children®**

The show that became America's #1 comedy mini-feature the day it went on the air!

## **THE PLAIN RAP COUNTDOWN — CHR / A/C / URBAN**

The program that makes your air personality the host of one of America's top three national countdowns!

## **NATIONAL LAMPOON'S TRUE FACTS**

America's longest running comedy mini-feature, syndicated daily and hosted by WMMR's John De'Bella and Steve Lushbaugh.

## **THE GOLDEN AGE OF RADIO THEATRE**

Five hours weekly of classic radio programming, including Groucho Marx, Abbott & Costello, and others.

# PREMIERE

## RADIO NETWORK

FOR MORE INFORMATION CALL (213) 467-2346

### **LOS ANGELES**

6363 Sunset Blvd., Suite 710  
Hollywood, California 90028

### **NEW YORK**

635 Madison Avenue  
New York, New York 10022

All My Children® is a registered trademark of American Broadcasting Companies, Inc.





# Small Program Suppliers: Hope, Opportunity, Struggle

Competition for network radio advertising dollars is at a feverish pitch. As evidenced by the program listings in this section, the number of shows available via barter is at an all-time high — and growing. Most of the new entries are produced and distributed by smaller and medium-sized firms.

The emerging companies often operate without some of the larger networks' significant advantages, such as an established name and identity, marketing muscle, and strong business relationships among advertisers and station executives. Additionally, many of the larger companies were around when many programming holes had yet to be filled.

Yet when asked if it is really worth the effort necessary for a smaller company to grabbing a share of the network pie, the heads of four small companies interviewed responded with a resounding "Yes."

Explained Teleprograms GM Greg McElroy, "One of the reasons we're in this business is because of the projected \$125 million that will be spent on network radio over the next year. We wouldn't mind a small piece of it."

The upstart company supplies product to the MCA Network, which in turn markets and distributes it to stations. However, Teleprograms' newest feature, the Jazz



"SMALL GUYS" — Countdown USA/President Jo Interrante and Executive VP Rob Sisco. After six disappointing months selling the show on their own, they joined forces with NBC; a relationship which both sides describe as "very good."

countdown "Fusion 40," will be sold to advertisers and distributed under the company's own umbrella.

## Keep On Truckin'

Station clearance is a chronic problem among all program suppliers, and smaller companies are employing innovative methods to get their programming on the air. TRG Communications's Bruce Beiber reported much success with his AOR show "Strong Sounds,"

sponsored by Nissan. The car company targets young males for its truck line and uses the show as a way to generate foot traffic at dealer locations. It is providing several trucks to "Strong Sounds" for promotional purposes, and dealers are cooperating by giving away incentives such as T-shirts.

Said Bieber, "We knew that syndication provided a convenient way to facilitate promotions and do local tie-ins with the dealer group. Radio sales managers appreciate the effort as well."

## Great Concept

The company with perhaps the strongest advertising sales arm has a cautious but optimistic outlook on its future. REMN Communications President Ed Milarsky, whose background includes sales stints at WABC and WPAT/New York, has years of experience dealing with New York buyers.

"I wish we had more visionaries on the advertising side."

—Jo Interrante

That experience, he said, has allowed him to pitch conceptual projects to the buyers.

Milarsky's firm will distribute five or six one-time rock specials this year, and also airs the short feature "Personal Finance Report" hosted by economist Sylvia Porter. He said that although the one-time specials are not big moneymakers they do establish good relationships with the artists, managers, and record labels. "They also establish a good image for our company, so we're definitely going to stay with them," he said.

Admitted Teleprograms' McElroy, "We don't have the advantage of being able to sell conceptually. Unless we're covering 85% of the

country, it's very difficult to even talk to a buyer. They have too many choices and generally take too few chances these days to buy something on a conceptual basis alone."

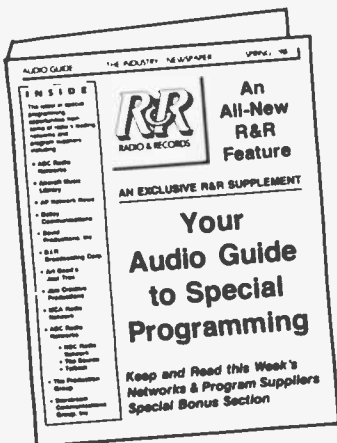
## Large, Small Join

After gearing up two years ago, Countdown principals Jo Interrante and Rob Sisco faced a brick wall when trying to sell advertising on their show. Recalled Sisco, "Certainly the advertising community knew who we were, but even though we had a lot of inventory and very respectable clearances they were reluctant to make a commitment toward just one program. The major syndicators have been able to sell customized and multi-program packages — things we can't do. We were hoping they would go a bit deeper on their buys, but after six disappointing months Willard Lockridge at NBC suggested we team up."

Commented Interrante, "That turned out to be a wonderful situation for both of us. NBC needed a CHR show and we needed our inventory sold, so we set the deal making them our sales agents. They are not involved in production or distribution."

Knowing how tough this business is, these program suppliers might be expected to feel discouraged about producing more shows in the future. "Not at all," countered Interrante. "But I wish we had more visionaries on the advertising side. It would sure make our startup efforts easier."

## "A Winner" In Audio Sales Presentations



"I just wanted to take a moment to let you know how successful your cassette packs have been. Your 'Audio Cards' are a perfect way to combine print and audio for the radio sales staff and promotions. You have a winner."

—Joan Voukides, Director Advertising and Promotions,  
NBC Radio Network

The "R&R Audio Guide to Special Programming" accompanying this week's issue of R&R is presented in an innovative package patented by SOUND CREATIONS. A series of these unique audio presentation packages was also recently used by NBC Radio to promote such programming as "Super Bowl XXI," "Legends of Rock," "Flashback," "The Jazz Show with David Sanborn" and other popular NBC shows.

For solutions to your audio sales presentation needs, call Larry Manning: (213) 278-8000, Residence (818) 995-4903.



Sound Creations

9454 Wilshire Blvd., Penthouse,  
Beverly Hills, CA 90212

# WE'VE TALKED OURSELVES INTO ANOTHER OVERNIGHT SUCCESS.

It was overdue.

Sally Jessy Raphael and Bruce Williams are the talk of weeknights.

Bernie Meltzer and Dr. Harvey Ruben have all the answers for weekends.

The only thing left was overnight, and with Neil Myers we knew we had it covered.

Neil's a master of free-wheeling, no-holds-barred, glued-to-the-dial talk, and the perfect host to talk 1am to 4am into an overnight success story.

Overnight with Neil Myers adds the exclamation point to an already great schedule of great talk. Interested? Call Talknet at (212) 664-5501.



Neil Myers

Sally Jessy Raphael

Bruce Williams

Dr. Harvey Ruben

Bernie Meltzer

 **Talknet**

FROM NBC RADIO





## 187 LISTINGS

# New Programs For 1987

The following listings were compiled from information provided to R&R by networks and program suppliers. All suppliers were invited to contribute, and every program listing received has been used. Some listings do not include specifics where such items were not furnished by the supplier.

A directory of networks' and programs suppliers' phone numbers is provided on Page 54.



**"Best Of The BBC"**  
**WFMT Fine Arts Network**  
Producer: Evans Mirageas  
Host: Jim Unrath  
Length: 2 Hours  
Terms: Barter or Free  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite and Tape

From 2000 hours of superb performances in the BBC catalog, the greatest names in British music are heard in their finest concerts with brief comments.

**"Blisterin' Leads"**  
**Satellite Music Network**  
Producer: SMN - Z-Rock  
Host: Mad Maxx Hammer  
Terms: Cash/Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite

Showcase of three new hard rock demos with instant feedback from listeners through call-in voting.

**"Bullet Productions"**  
**Bullet Productions**  
Producer: Larry Harris/Sid Seidenberg  
Host: B.B. King  
Programs/week: 1  
Number of runs: 1  
Delivery via: Disc

B.B. King takes the audience on the excursion of the blues from Muddy Waters to Robert Cray

**"Celebration On Stage"**  
**Interstate Satellite Network**  
Producer: Steve Atkins  
Host: Gem O'Brien  
Terms: Barter  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Satellite and Tape

Hear your favorite adult contemporary Christian artist in fantasy concert, just as if you were sitting right there. Even go backstage during intermission.

**"Celebration Special"**  
**Interstate Satellite Network**  
Producer: Steve Atkins  
Host: Jami Mayberry/Dave Anthony  
Terms: Free or Barter  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Satellite and Tape

Spend personal time with the most talented and popular artists in contemporary Christian music. Gain new insight into their life, music, and ministry.

**"The Country Calendar Weekly Special"**  
**Clayton Webster Corp.**  
Producer: Scott Blake  
Host: Craig Scott  
Terms: Barter/Exchange  
Programs/week: 1  
Number of runs: 2  
Delivery via: Disc

Music intensive review of the most important music and events of the week in country music. Excellent complement to the "Daily Country Calendar" short-form feature.



**"The Dolly Dimples Hit Parade"**  
**Kayla Satellite Broadcasting**

Producer: The Children's Audio Visual Co.  
Length: 50 Minutes  
Terms: Free with 10 min. for station use  
Programs/week: 1  
Number of runs: 2  
Delivery via: Satellite and Tape  
A storyline of comedy, adventure, controversy, and drama in soap opera fashion for children with a countdown of children's songs by traditional, hot, and new children's artists.



**"Entertainment Express Starring Nina Blackwood"**  
**United Stations**

Producer: Ed Salamon  
Host: Nina Blackwood  
Terms: Barter  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Disc and Satellite  
Focus is on the latest rock news, candid talk with artists, and current hits.

**"Hits Calientes"**  
**Westwood One/Mutual**  
Producer: Uno Productions  
Host: Luis Alberto Medina  
Terms: Barter  
Programs/week: 1  
Delivery via: Tape and Satellite

America's only countdown of the week's top Spanish language hits, with interviews and special features.

**"Love Songs"**  
**Love Songs Inc.**  
Producer: Don Johnson/Jack Parnell  
Length: One Hour  
Terms: Cash  
Number of runs: 2  
Delivery via: Tape

Love Songs is a bright, sparkling, uninterrupted music service provided in stereo, in one-hour segments. Music is a blend of traditional and contemporary.

**"Midnight Dread"**  
**World Beat**  
Producer: Doug Wendt  
Host: Doug Wendt  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Tape

All-killer no-filler reggae music from Jamaica, England, America, Africa, Japan and beyond. Featured artists, forms and themes change weekly.

**"Miller Sound Express Concert Series"**  
**Westwood One/Mutual**

Producer: Westwood One/Lynsey Guerrero  
Host: B.K. Kirkland  
Terms: Barter  
Biweekly programs: 1  
Number of runs: 1  
Delivery via: Disc and Satellite  
Features the hottest urban contemporary artists in concert.

**"Off The Beaten Track"**  
**Longhorn Radio Network**  
Producer: Ted Allison

Host: Louise Ualhe  
Length: 59 Minutes  
Terms: Cash  
Programs/week: 1  
Number of runs: 2 per week  
Delivery via: Tape  
The best in new age music with minimal talk.

**"Opening Acts (Country Edition)"**  
**Opening Acts, Inc.**  
Producer: Carl Panzarella, Vernon Loyer

Host: Tom Miller  
Terms: Barter  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Tape  
Magazine type radio show featuring recordings and biographies of country's opening acts hosted by Tom Miller. Includes many items of interest.

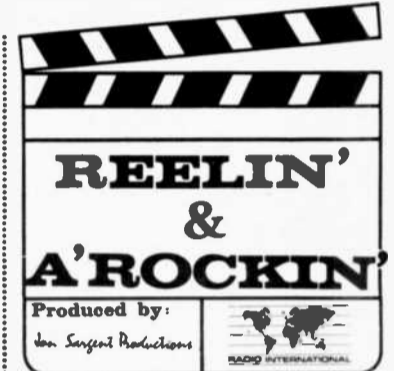
**"Opening Acts (Rock Edition)"**  
**Opening Acts, Inc.**  
Producer: Colin Hilborne  
Host: Dale Anderson  
Terms: Barter  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Tape  
Music and magazine type radio show featuring opening acts in the rock field hosted by Dale Anderson, music critic for the Buffalo News.

**THE POP YEARS**  
1946 - 1955

**"Pepsi Hitline USA"**  
**James Paul Brown Entertainment**

**"The Pop Years (1946-1955)"**  
**Creative Radio Network**  
Producer: Pete Kline  
Host: Gene Norman  
Terms: Cash/Barter Top 25 Mkts.  
Number of runs: Unlimited  
Delivery via: Tape  
The biggest hits of each year along with the stories behind the songs, interviews with artists, plus a unique "Radio Newsræel" and "Trivia" segment. Ten one hour shows.

**"Reelin' & A'Rockin' "**  
**Radio International, Inc.**  
Producer: Jon Sargent and Joe Trelin  
Host: Kurt Kelly  
Terms: Barter  
Programs/week: 1  
Number of runs: 2  
Delivery via: Disc  
This series examines the successful marriage that has evolved between rock 'n' roll and the movies via interview, news, soundtrack premieres, movie reviews, and plenty of music.



**"Righteous Rock"**  
**Satellite Music Network**  
Producer: Norman Davis (Z-Rock Format)

Host: Norman Davis (Shelly Steel)  
Terms: Cash/Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite  
A custom blended special of new and old Christian rock/pro-life music releases.

**"The Rock Christian Countdown"**  
**Jim Channell**  
Producer/Host: Jim Channell  
Terms: Cash  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Tape

A countdown of the top 10 Christian CHR hits on a weekly basis using a personality approach. This program will begin the weekend of June 6-7, 1987.

**Sittin' In**

**"Sittin' In"**  
**Weedek Radio Network**  
Producer: Kirt Daniels  
Host: Various  
Terms: Barter top 100 mkts.  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Tape  
Each week top country performers come before the Weedek microphones to host their own radio shows, playing their own music and the music that influenced their careers.

**"Weekly Dose Of American Hot Wax"**  
**American Hot Wax Company**  
Producer: Steve Blaufeld  
Host: Steve Michaels  
Terms: Cash  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Tape  
Weekly artists old and new featured for a one-hour program including bio and best recordings.

Continued on Page 17



**"American Dance Traxx"**

**Westwood One/Mutual**

Producer: Westwood One/Joel Salkowitz

Host: Jeff Wyatt

Length: 3 Hours

Terms: Barter

Programs/week: 1

Delivery via: Tape and Satellite

An exciting, fast-paced countdown of the week's hottest dance tracks, also including exclusive artist spotlights, special remixes, club news, and other special features.

**"Celebration Album Countdown"**

**Interstate Satellite Network**

Producer: Steve Atkins

Host: Curt Morse

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: Unlimited

Delivery via: Satellite and Tape

Countdown of the top-selling albums in AC Christian music. The best music plus interviews with current artists and special flashbacks to top albums of yesterday.

**"Celebration Special"**

**Interstate Satellite Network**

Producer: Steve Atkins

Host: Jami Mayberry/Dave Anthony

Terms: Free or Barter

Programs/week: 1

Number of runs: Unlimited

Delivery via: Satellite and Tape

Spend personal time with the most talented and popular artists in contemporary Christian music. Gain new insight into their life, music, and ministry.

**"Celebration Top 40"**

**Interstate Satellite Network**

Producer: Steve Atkins

Terms: Barter

Programs/week: 1

Number of runs: Unlimited

Delivery via: Satellite and Tape

Countdown of the top-selling songs in AC Christian music. In addition to current music, enjoy special segments and interviews with current hit artists.



**"Country-Phonics"**

**Syndicom**

Producer/Host: Alan Olmstead

Length: 2 Hours

Terms: Cash (Barter in some mkts.)

Programs/week: 1

Number of runs: 2

Delivery via: Tape

A country diversity special feature to satisfy audience demands for greater variety than top 40 country

formats provide, including western swing, oldies, country-rock, bluegrass, singer/songwriters, comedy, and cajun. A weekend day or night-time feature.



**"Cruisin' America"**

**CBS RadioRadio**

Producer: Frank Cammarata

Host: "Cousin" Bruce Morrow

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite and Disc

Weekly dance party featuring music and memories of the 1960s.



**"Flashback"**

**NBC Radio Entertainment**

Producer: Dan Formento and Radio Today

Host: Bill St. James

Length: 2 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc

An audio experience that allows the listener to travel back in time to the late '60s and early '70s through rare audio, sound effects, and mostly music.



**"Fusion 40"**

**Teleprograms, Inc.**

Host: China Smith

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 2

Delivery via: Tape

Defines fusion for the first time in a weekly three-hour music magazine. Focuses on the 40 most important tracks in contemporary jazz, as determined by a panel of affiliated stations. 80/20 music/talk.

**"Higher Octave Radio"**

**Higher Octave Music**

Producer/Host: Paul Hunter

Length: 2 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Tape

Classic and contemporary new age soundscapes.

**"The Jazz Discovery"**

**Sea Clef Productions**

Producer: Jesse Sandidge/Ken Johnson

Host: Jesse Sandidge

Length: 3 Hours

Delivery via: Tape

The Jazz Discovery is unique yet familiar, jazz standards of yesteryear, jazz versions of pop songs and a blend of today's jazz.

**"Chuck Leonard's Dance Party"**

**ProMedia, Inc.**

Host: Chuck Leonard

Length: 2 Hours

Terms: Barter

Programs/week: 1

Delivery via: Tape

Chuck Leonard serves up two hours of the hottest dance music, celebrity interviews, club news, and more.



**"Let The Good Times Roll"**

**Global Satellite**

**ABC**

Producer: Drea Besch

Host: Al Peterson

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 2

Delivery via: Satellite

Fun, music, and memories from the first 20 years of rock 'n' roll. Includes artist interviews; classic film, TV, and commercial clips; trivia; and lots of unforgettable music.

**"MCA Big Event"**

**MCA Radio Network**

Producer: MCA/Various

Host: TBA Each Show

Length: 2 Hours monthly

Terms: Barter

Delivery via: Disc

Exclusive interviews with music's hottest superstars — Boston, Clapton, Huey Lewis — and live concert recordings.

**"New Age From Jazz Trax"**

**Waterfront Promotions**

Producer/Host: Art Good

Length: 2 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Tape

The sound of New Age in very contemporary fashion from Jazz Trax.

**"The New Era"**

**CBS Radio Programs**

Producer: Denny Somach Productions

Host: Michael Tozzi

Length: 2 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite

A balance of new age selections including Windham Hill progressive acoustical sounds, melodic European synthesizer music, and light modern jazz.



**"On The Move"**

**CBS Radio Programs**

Producer: Ron Cutler Productions

Host: Tom Joyner

Length: 3 Hours



**SURVEY RESPONSE #1:**

**Why Does Your Station Air Outside Programming?**

- They fill a programming need — 75%
- Show(s) have a strong audience following — 66%
- Takes up an airshift — 20%
- Provides financial benefits — 18%

Many stations selected more than one response, so figures add up to greater than 100%. Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.



**"San Francisco Opera Broadcasts"**

**WFMT Fine Arts Network**

Producer: Marilyn Mercur

Host: Terence McEwen

Length: 3 Hours

Terms: Free or Barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite and Tape

One of the most innovative and exciting opera companies in the world is heard from the War Memorial Opera House in its finest productions.



starring  
*Dick Bartley*

**"Solid Gold Scrapbook"**

**United Stations**

Producer: DB Productions

Host: Dick Bartley

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

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

Continued on Page 18

**ROCK AND ROLL NEVER FORGETS**

**"Rock & Roll Never Forgets"**

**Westwood One/Mutual**

Producer: Westwood One/Lorre Crimi

Host: Damion/Marc Coppola

Length: 2 Hours

Terms: Barter

Programs/week: 1

Delivery via: Disc and Satellite

Rock's Golden Era (1964-1982)

comes alive in a celebration of the music, memories, events, and personalities that shaped our lives, with rare interviews and special features spotlighting the corresponding week in rock history.

**"Rockwaves"**

**MCA Radio Network**

Producer: Rick Carroll

Host: Richard Blade

Length: 2 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc

Music magazine featuring new music/artists, international superstars, interviews, and live concert cuts.



THE  
**WEEKEND**  
*music*  
**REVIEW**

W I T H     D A N     I N G R A M

**Beginning June 6, America will have a new reason to look**

**forward to the weekend.** That's when stations across the

country premiere "The Weekend Music Review". It's the first weekly

music show truly designed for today's A/C formats. • Each

weekend the incomparable Dan Ingram presents the top A/C songs

in the USA, along with #1 hits from the past 10 years. Dan also talks

with the recording artists, movie stars, and TV personalities your

listeners want to hear more about. Next week's special guest will

be Carly Simon. ■ Call JAM today and get the one show that

makes the weekend truly special... "The Weekend Music Review". Our

new number in Dallas is **(214) 388-5454.**

In Canada please call (416) 463-8660.

**jam**  
PRODUCTIONS®

# MCA Radio Network Presents

## *the* **GREAT STARSHIP**

The Great Starship delivers America's brightest superstars each week in a two-hour musical showcase. Intimate interviews highlight the lives and careers of such artists as Barbra Streisand, Anne Murray, Lionel Richie, Barry Manilow, Air Supply, Chicago and many more.

The Great Starship has special features, music memories, merchandising and promotions and a daily 90-second feature, **Star Spots** which covers the latest happenings in entertainment.

The Great Starship . . . the only music-magazine fine-tuned to reach the **Adult** listener.

Get on board . . . along with KBIG/Los Angeles, WLTJ/Detroit, Q103/Denver, WENS/Indianapolis, KGW-AM/Portland and other great AC stations coast-to-coast.

Hosted by Anita Garner and Byron Paul.  
Produced by Teleprograms.

**For availability in your market, call 818/777-5775**

**MCA**

Where Music Comes Alive!



## WEEKLY MUSIC SHOWS (More than one hour)

## New Shows '87

Continued from Page 16

**"Sunday Romancin'"**  
**Transtar Radio Network**

Host: Craig Allen  
Length: 5 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite

Soft live oldies show featuring music from the late '50s, '60s, and early '70s, with listener dedications and requests.

**"Super Mix Dance Party"**  
**Starstream Communications**

Host: Marco Spoon  
Length: 3 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Tape and Satellite

A dynamic weekend radio music show, featuring three hours of music by popular black artists. Interviews with stars and up-and-coming artists expand the show's ability to capture the 18-34 young adult market.

**"(To Be Named)"**  
**Melcor Broadcasting Co.**

Producer: George Kalman  
Host: Marty Wilson  
Length: 2 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Tape

Two-hour per week show with former WNEW-AM d.j. Marty Wilson.

**THE WEEKEND**  
*music*  
**REVIEW****"The Weekend Music Review"**  
**Jam Creative Productions**

Host: Dan Ingram  
Length: 3 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Disc

An entertainment program for personality-AC stations. Features top 20 AC songs, number one hits from the past ten years, artist interviews, show business news and interviews, and Dan Ingram's unique personality and humor.

**"Billboard Classic Rock"**  
**FeatureRadio, Inc.**

Producer: Sherman Robbins  
Host: Alan Anderson  
Length: :60  
Terms: Barter  
Programs/week: 10  
Number of runs: Unlimited  
Delivery via: Tape

Classic rock edition of "Billboard Gold," covering the history, events, and pop artists of the '60s, '70s, and '80s in a music-intensive format.

**"Billboard Gold"**  
**FeatureRadio, Inc.**

Producer: Sherman Robbins  
Host: Alan Anderson  
Length: :60  
Terms: Barter  
Programs/week: 10  
Number of runs: Unlimited  
Delivery via: Tape

Music-intensive features covering the history, events, and pop artists of the late '50s, '60s, and early '70s.

**"Billboard Silver"**  
**FeatureRadio, Inc.**

Producer: Sherman Robbins  
Host: TBA  
Length: :60  
Terms: Barter  
Programs/week: 10

Number of runs: Unlimited  
Delivery via: Tape

Consumer news and information concerning in-home video, both hardware and software. Takes advantage of Billboard's video sales and rental chart information.

**"The British Wax Museum"**  
**Radio International, Inc.**

Producer: Rock Over London, Ltd.  
Length: 5 Minutes  
Terms: Barter  
Programs/week: 5  
Number of runs: 3 times daily  
Delivery via: Disc

A daily calendar feature which highlights events in UK rock history with interviews, actualities, and a daily spotlight featuring a UK classic rock track/artist.

**"Johnny Cash American Folklore"**  
**The Production Group**

Producer: George Stan  
Host: Johnny Cash  
Length: 5 Minutes  
Terms: Cash/Barter  
Programs/week: 10  
Number of runs: 1  
Delivery via: Tape

Covers our traditions, customs, heritage; our heroes and heroines.

**"Country Datebook"**  
**United Stations**

Producer: Ed Salamon  
Host: Del DeMontreux  
Length: 2:30  
Terms: Barter  
Programs/week: 7  
Number of runs: 2  
Delivery via: Disc and Satellite

Vignette series spotlighting an important event in country music 365 days a year.

**"Country Music And The World Today"**  
**Happi Associates**

Producer: Skeeter Dodd  
Host: Keith Bilbrey  
Length: 2 Minutes  
Terms: Barter  
Programs/week: 4 shows daily  
Number of runs: Barter content must air at least one time per day per show; unsponsored shows may air on unlimited basis.

A "calendar" type program with music inserts which is topical and includes country and non-country items. Will begin airing in June.

**"Gospel Spotlight"**  
**Bailey Broadcasting Service**

Producer: Lee Bailey  
Host: Reginald Utley  
Length: 5 Minutes  
Terms: Barter  
Programs/week: 5  
Number of runs: 2  
Delivery via: Tape

Contemporary gospel issues, interviews with gospel and contemporary Christian artists.

**RADIOSCOPE**

THE ENTERTAINMENT MAGAZINE OF THE AIR

**"Radioscope: The Entertainment Magazine Of The Air"**

**Bailey Broadcasting Service**  
Producer: Lee Bailey  
Host: Lee Bailey  
Length: :60  
Terms: Barter  
Programs/week: 5  
Number of runs: 2  
Delivery via: Tape

A one-minute version of Radioscope, the premier entertainment, information program for radio.

**"Rock And Roll Me"**  
**Reel Good Marketing**

Producer: Kryl Henderson  
Host: Randy Radio  
Length: 3 Minutes  
Terms: Cash  
Number of runs: 4  
Delivery via: Tape

Classic/oldies focused question/answer format with amazing anecdotes. Trivia re: artist/songs/relationships etc. Artist and music focused with short music samples.

**"Rock & Roll Never Forgets — Time Capsule"**

**Westwood One/Mutual**  
Producer: Westwood One/Lorre Crimi  
Host: Damion/Marc Coppola  
Length: 8 Minutes  
Terms: Barter  
Programs/week: 5  
Delivery via: Tape and Satellite

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

**"Strong Sounds"**  
**Out-Q Media**

Producer: TRG Communications, Inc.  
Host: Pat St. John  
Length: :90  
Terms: Barter  
Programs/week: 5  
Number of runs: Unlimited  
Delivery via: Tape or Satellite

AOR with CHR crossover appeal, short form daily vignette featuring rock 'n' roll music, news, information, and interviews.

**"(To Be Named)"**  
**Melcor Broadcasting Co.**

Producer: George Kalman  
Host: Stan Martin  
Length: 5 Minutes  
Terms: Barter  
Programs/week: 7  
Number of runs: Unlimited  
Delivery via: Tape

Country music show to begin in fall 1987 hosted by WHN/New York DJ Stan Martin.

SEASONAL  
AND SPECIAL  
MUSIC SHOWS**"America's Concert In The Country"**

**Westwood One/Mutual**  
Producer: Westwood One/  
Jim Duncan

Host: Lee Arnold/Jim Duncan  
Length: 3 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: No reruns  
Delivery via: Disc and Satellite

The best music showcased as a make-believe outdoor concert featuring your favorite country acts recorded live in concert. July 4th.

**"Amnesty International Revisited"**

**Westwood One/Mutual**  
Producer: Westwood One

Host: Roger Scott  
Length: 3 Hours  
Terms: Barter  
Number of runs: 1  
Delivery via: Disc and Satellite

Airs week of June 15. Relive the best moments from 1986's super concert at Giants Stadium including performances by U2, Sting, Peter Gabriel, Bryan Adams, Lou Reed, Jackson Brown, and more.

**"Dick Bartley's Solid Gold Summer Hits"**  
**United Stations**

Producer: DB Productions  
Host: Dick Bartley  
Length: 3 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Disc and Satellite

Three-hour collection of summer hits along with visits from some of the original hitmakers. Airs Memorial Day weekend.

**THE BEACH BOYS**25<sup>TH</sup> ANNIVERSARY**"The Beach Boys 25th Anniversary Special"**  
**Creative Radio Network**

Producer: Tom Holdridge  
Host: Larry McKay  
Length: 3 Hours  
Terms: Cash  
Programs/week: One Shot  
Number of runs: 2  
Delivery via: Tape

Celebrating 25 years of the American spirit. The Beach Boys have sold over 65 million records. Hear their biggest hits, plus interviews and surprise guests.

Total Metro Area Served  
36 Million

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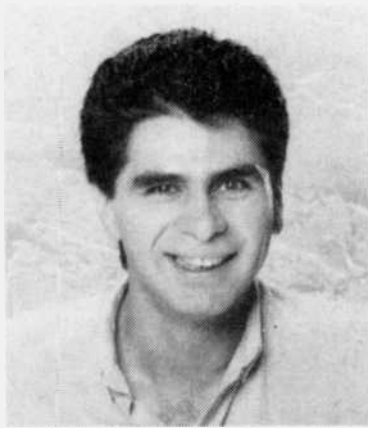
Is NewAge music right for your station?  
Consult the expert in the field.

**Frank Forest**  
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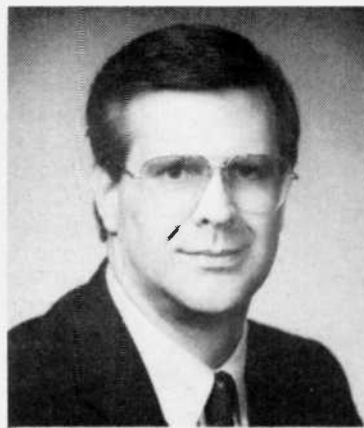
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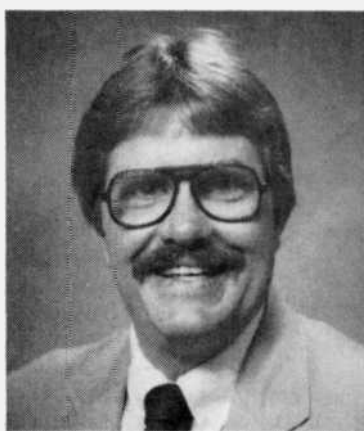
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Kevin Metheny



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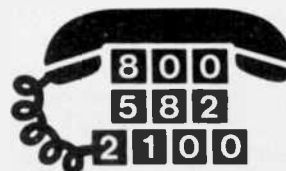
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- WHBO/WNLT FM . . . . . Tampa-St. Petersburg
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 (214) 934-2121 or toll-free (800) 582-2100



Continued from Page 18

**"The Beach Boys Fourth Of July Radio Special"****United Stations**

Producer: Ed Salamon

Host: TBA

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

Beach Boys hits and interviews.

**"The Beat Goes On: A Salute To The Superstars Of Soul"**  
**Westwood One/Mutual**

Producer: Westwood One/

Karen Shearer

Host: Booker Bradshaw

Length: 4 hrs. in 2 parts

Terms: Barter

Delivery via: Disc and Satellite

Pt. 1 airs Memorial Day weekend, Pt. 2 airs July 4th weekend. A salute by the superstars of today. Includes music and interviews with Anita Baker, Freddie Jackson, Gregory Abbott, and more.

**"The Beatles Silver Anniversary Specials"**  
**United Stations**

Producer: Ed Salamon

Host: TBA

Length: 90 Minutes

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

Focus will be on a different theme for each show and a different close-up of George, Paul, John, and Ringo. Airing eight weekends.

**"Billboard's Official Top 40 All-Time Elvis Presley Hits"**  
**United Stations**

Producer: Ed Salamon

Host: Sean Burke

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

Top 40 all-time Elvis Presley hits as determined by Billboard magazine. Interviews and anecdotes are included. Airing Memorial Day weekend.

**"Billboard's Official Top 40 Hits Of The Beatles"**  
**United Stations**

Producer: Ed Salamon

Host: TBA

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

Top 40 survey of the biggest hits performed by the Fab Four as the Beatles and as solo artists. Airing Labor Day weekend.

**"Billboard's Official Top 40 'Made In The USA' Hits"**  
**United Stations**

Producer: Ed Salamon

Host: TBA

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

A countdown of the biggest hits by American artists since 1964 as determined by Billboard magazine. Airing July 4th weekend.

**"Black Family Reunion Mother's Day Tribute Radiothon"**  
**Sheridan Broadcasting**

Producer: Jerry Lopes

Host: Ahmad and Phylcia Rashad

Length: 3 Hours

Terms: Barter

Programs/week: One Shot

Number of runs: 1

Delivery via: Tape and Satellite

Benefit radiothon for the National Council of Negro Women, Inc., with various guest stars honoring motherhood. Family oriented music and entertainment.

**REM NREM NRE****"Bon Jovi: Wanted Dead Or Alive"**  
**REM N Communications**

Producer: Neil McIntyre

Host: Dan Neer

Length: One Hour

Terms: Barter

Delivery via: Disc

A recent interview with Jon Bon Jovi provides the backdrop for this music special titled after the band's latest hit single. Ninety percent music with all the hits. Airing July 4th weekend.

**"The British Invasion"**  
**On The Radio Broadcasting**

Producer: Jeffrey Leve

Hosts: Mick Fleetwood and Redbeard

Length: 12 Hours

Terms: Barter

Programs/week: One Shot

Number of runs: 1

Delivery via: Disc

Retrospective on the years 1964-1970. 180 records with 120 exclusive interviews. An exciting, fast-paced look at the British Invasion and era.

**"California Cooler's '60s Party"**  
**United Stations**

Producer: Ed Salamon

Host: TBA

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

First of two specials in the series: music/interviews with guests including James Brown, Wilson Pickett, and the Beach Boys. Airing June 20/21.

**"California Cooler's '70s Party"**  
**United Stations**

Producer: Ed Salamon

Host: TBA

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

Second of two specials in the series: music/interviews with guests including

Elton John, Tina Turner, Billy Preston, and Ringo Starr. Airing Aug. 1/2.

**"Celebration"**  
**Weedec Radio Network**

Producer: Hugh Cherry

Host: Ron Martin

Terms: Cash

Programs supplied: 62

Number of runs: Unlimited

Delivery via: Tape

Sixty-two vignettes that trace the origin and growth of country music. Written by award-winning author and noted historian Hugh Cherry. Interviews. Excellent for Country Music Month.

**"Chicago: The 20th Anniversary Special"**  
**United Stations**

Producer: Ed Salamon

Host: Max Kinkel

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

Memorial Day weekend tribute to Chicago's two decades of hits. Features interviews with group members, including former lead vocalist Peter Cetera.

**"Christmas Down Home"**  
**PIA (Public Interest Affiliates)**

Producer: PIA/Malrite

Length: 12 Hours

Terms: Barter

Delivery via: Disc

Your favorite country artists performing country's best-loved Christmas songs. No talk.

**"Christmas Music Festival"**  
**RPM Radio Music Programming & Management, Inc.**

Host: Custom major market voice production included

Length: 15 hr. library

Terms: Cash only

Delivery via: Analog or Digital Tape

Features the greatest holiday titles recorded by top artists. Available in AC, Country, and Easy Listening versions. Contains enough music for several days' fulltime use. Digitally mastered.

**"Eric Clapton In Concert"**  
**ABC Rock Radio Network**

Producer: ABC

Host: Joe Benson

Length: 90 Minutes

Terms: Barter

Number of runs: 1

Number of runs: 1

Delivery via: Satellite/tape

Eric Clapton live in concert with Phil Collins, Nathan East, and Greg Phillinganes.

**"Elvis Presley: A Decade Of Memories"**  
**United Stations**

Producer: Ed Salamon

Host: TBA

Length: 3 Hours

Terms: Barter

Delivery via: Disc or Satellite

Commemorates the tenth anniversary of Elvis's passing with vintage Elvis interviews and new interviews with friends of Elvis. Also all of his hits spanning three decades.

**SURVEY RESPONSE #2:****What Shows Does Your Station Carry? — AC**

1. Solid Gold Saturday Night (United Stations)
2. Dick Clark's Countdown America (United Stations)
3. Solid Gold Scrapbook (United Stations)
4. American Top 40 (ABC)
5. Startrak Profiles (Westwood One/Mutual)

Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.

**"Elvis 10th Anniversary Tribute"**  
**Creative Radio Network**

Producer: Tom Holdridge

Host: Larry McKay

Length: 6 Hours

Terms: Cash/Barter Top 25 Mkts.

Programs/week: One Shot

Number of runs: 2

Delivery via: Disc

Produced in cooperation with RCA, this special features interviews with Elvis and friends, the biggest hits, and rare recordings.

**"The Isle Of Dreams"**  
**Westwood One/Mutual**

Producer: Westwood One/

Bert Kleinman

Length: 12 Hours

Terms: Barter

Delivery via: Disc and Satellite

Airing Labor Day weekend. Rock and roll fantasy becomes reality in this 12-hour extravaganza featuring today's superstars delivering the hottest live versions of their most famous songs.

**"Jazz Trax Best Of '87 End Of The Year Special"**  
**Waterfront Promotions**

Producer/Host: Art Good

Length: 5 Hours

Terms: Barter

Number of runs: 1

Delivery via: Disc and Tape

A highlight of the best jazz cuts of the past year. A countdown of the Jazz Trax best 15 contemporary Jazz albums and conversations with the artists who made them.

**"The Jazz Trax Christmas Special"**  
**Waterfront Promotions**

Producer/Host: Art Good

Length: 6 Hours

Terms: Barter

Number of runs: 1

Delivery via: Disc and Tape

Christmas songs by contemporary jazz artists and Christmas conversations with the musicians.

**"Jefferson Starship/Airplane: 20 Years Of Rock"**  
**United Stations**

Producer: Ed Salamon

Host: TBA

Length: 3 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc and Satellite

July Fourth special. Jefferson Starship/Airplane hits and interviews.

**"Light My Fire"**  
**ABC Rock Radio Network**

Producer: Denny Somach Productions

Host: Krieger/Manzarek/Densmore

Length: 3 Hours

Terms: Barter

Number of runs: 1

Delivery via: Disc/tape

The only authorized radio program commemorating the 20th anniversary of the Doors. Never before heard interviews with Jim Morrison and exclusive world premiere music.

**MEMORIES of ELVIS****"Memories Of Elvis"**  
**Creative Radio Network**

Producer: Tom Holdridge

Host: Brian Bieme

Length: 3 Hours

Terms: Cash

Programs/week: One Shot

Number of runs: 2

Delivery via: Disc

A unique tribute to his life, his career, and his music. Features many guest interviews.

Continued from Page 21

**"Music Of America Country Concerts"**  
**ABC Radio Networks**  
 Producer: Bob Kaminsky  
 Host: Del Demontrieux  
 Length: 90 Minutes  
 Number of runs: 1  
 Delivery via: Disc and Satellite

12 hottest acts in country music featured in exciting concert performances. The Judds, Ricky Skaggs, Waylon Jennings, Conway Twitty, Ronnie Milsap and others.

**"New Faces Of Country Music"**  
**Westwood One/Mutual**  
 Producer: Westwood One/Jim Duncan  
 Host: Jim Duncan/Larry Gatlin  
 Length: 3 Hours  
 Terms: Barter  
 Number of runs: 1  
 Delivery via: Disc and Satellite

Country music's newest and brightest stars are showcased in a special performance recorded in Nashville. The Gatlin brothers will also perform their first concert for radio.

**"New Year's Eve Big Band Special"**  
**RPM Radio Programming & Management Inc.**

Host: Custom major market voice production included  
 Length: 5 hrs.  
 Terms: Cash only

Delivery via: Analog or Digital Tape  
 Features re-creations of original Big Band arrangements by modern artists, digitally recorded. Music sounds just like the original but with digital quality.

**"Rockin' At The Movies"**  
**United Stations**

Producer: Ed Salamon  
 Host: Jack Scott  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc and Satellite

All the hits from recent movie soundtracks plus artist interview excerpts. Memorial Day weekend.



**"The Rock Pumpkin"**  
**Teleprograms, Inc.**  
 Host: Mystery Voice  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc

Rock music horror show. Halloween night. Rock crazies Ozzy Osbourne, Alice Cooper, Ted Nugent, and more. Spine-tingling tales of the crypt from Vincent Price, Basil Rathbone, and Orson Welles.

**"Rolling Stone 20th Anniversary Specials"**  
**Westwood One/Mutual**  
 Producer: Westwood One

Host: Scott Muni  
 Length: 10 Hours., 4 parts  
 Terms: Barter  
 Delivery via: Disc and Satellite  
 Airs various times through summer and fall. A four-part special saluting Rolling Stone magazine's 20th anniversary, including recordings and live performances, culminating in a four-hour live broadcast October 11.

**"Roots, Rock & Rhythm"**  
**Syndicate It Productions**

Host: Frankie Crocker  
 Length: 12 Hours  
 Terms: Barter  
 Programs/week: 3  
 Number of runs: 1  
 Delivery via: Disc  
 A June Black History Month special tracking the evolution of black music in America from African origins to today's top hits in R&B, jazz, and rock.

**"Seagram's Coolers Talent Search"**  
**Starstream Communications**

Producer: Gene Tognacci  
 Length: 10 wks.  
 Terms: Barter  
 Delivery via: Tape  
 Radio's biggest rock 'n' roll talent search involving 60 markets and over 30,000 bands. The 10-week spectacular talent search is a proven marketing tool that delivers the young adult 18-34 market with thousands of point of sale pieces.

**"Sgt. Pepper 20th Anniversary Special"**  
**Westwood One/Mutual**

Producer: Westwood One/  
 Roger Scott  
 Host: Roger Scott  
 Length: 3 Hours  
 Terms: Barter  
 Number of runs: 1  
 Delivery via: Disc and Satellite  
 Airs week of October 11. Celebrate the 20th anniversary of the release of the greatest rock album of all time with Westwood One London correspondent Roger Scott.



**"'60s At The BEEB"**  
**Westwood One/Mutual**  
 Producer: BBC-London  
 Host: Andy Peebles  
 Length: 12 Hours in 2 parts  
 Terms: Barter  
 Delivery via: Disc and Satellite

Pt. 1 airs Memorial Day weekend and Pt. 2 airs July 4th weekend. A special featuring live performances from the Golden Era of the BBC including the Beatles, the Rolling Stones, and the Kinks.

**"Summer Beach Party"**  
**United Stations**

Producer: Ed Salamon  
 Host: TBA  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc and Satellite  
 Fourth annual Summer Beach Party features recent hits by superstars Bruce Springsteen, Lionel Richie, and Don Henley and melds them perfectly with classics by artists such as Jan & Dean, The Beach Boys, and Chicago. Airs July 4.

**"Summer Encore 1987"**  
**United Stations**

Producer: Ed Salamon  
 Host: TBA  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc and Satellite  
 Labor Day weekend special/summer summary. The biggest hits, best tours, history-making events, movie soundtracks, and artist interview excerpts.

**"Super Jam '87"**  
**Westwood One/Mutual**

Producer: Westwood One  
 Length: 2 Hours  
 Terms: Barter  
 Delivery via: Disc and Satellite  
 Airs Labor Day weekend. A two-hour fantasy blast to end all blasts featuring sizzling live performances from the hottest urban contemporary superstars.

**"This Year In Review"**  
**On The Radio Broadcasting**

Producer: Jeffrey Leve  
 Host: Ron O'Brian  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc  
 The top 20 CHR hits of the year led between short looks at the best new groups, movie soundtracks, concerts, and music videos. Thirty records in all.

**"The Top 40 Hits Of The '80s So Far"**  
**ABC Contemporary Network**

Producer: ABC/Watermark  
 Host: Casey Kasem  
 Length: 4 Hours  
 Terms: Barter  
 Number of runs: 1  
 Number of runs: 2  
 Delivery via: Disc/Satellite  
 The top 40 hits of the 80's with interviews and background on the artists and songs. Hits selected with the assistance of Billboard magazine.

**"Transtar's Back-To-School Special"**  
**Transtar Radio Network**

Host: Mike Harvey  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 3  
 Delivery via: Disc  
 The top hits from September along with brief capsule flashbacks of the major fads, fashions, and events for the years 1956-1977.

**"Transtar's British Invasion"**  
**Transtar Radio Network**

Host: Mike Harvey  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: One Shot  
 Number of runs: 3  
 Delivery via: Disc  
 July 4th special featuring the music and artists from the first two years (1964 and 1965) of the sound.

**"Transtar's Rock 'N' Roll Heaven"**  
**Transtar Radio Network**

Host: Mike Harvey  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 3  
 Delivery via: Disc

Memorial Day special featuring such legends as Elvis, Buddy Holly, Jim Croce, Ricky Nelson, John Lennon, Jim Morrison, Marvin Gaye, and many others.

**WEEDCK**

**"Weedck Country Christmas"**  
**Weedck Radio Network**

Producer: Carl Mack  
 Host: Ron Martin  
 Length: 1 Hour  
 Terms: Cash  
 Programs supplied: 12  
 Delivery via: Tape  
 Completely updated for Christmas 1987. Features new and traditional Christmas music, country stars' holiday recollections, and interesting entertaining bits reviewing Christmas traditions.

**"The Stevie Wonder Silver Anniversary Special"**  
**United Stations**

Producer: Ed Salamon  
 Host: TBA  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc and Satellite  
 Labor Day special featuring Stevie Wonder hits and interviews.

**"Working Class Heroes"**  
**Westwood One/Mutual**

Producer: Westwood One/Jim Duncan  
 Host: Lee Arnold/Jim Duncan  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: No reruns  
 Delivery via: Disc and Satellite  
 Labor Day special featuring country music for and about those that work for a living from today's country superstars.



**"All Over The Road, With Connie Correspondent"**  
**Brenn Very**

Length: 2 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: Open  
 Delivery via: Tape  
 Human interest stories from the highways and back alleys of America.

**"At The Funny Farm Comedy Network"**  
**At The Game Network**

Producer/Host: Dennis Daniel  
 Length: Varies  
 Terms: Cash  
 Programs/week: Varies  
 Number of runs: Unlimited  
 Delivery via: Tape  
 A comedy network provided to stations three different ways: 1. Station purchases five bits; 2. Station purchases ten bits; 3. Station uses the service every month.



**"Beige Cave Comedy Network"**  
**Beige Cave Productions**

Producer: Beige Cave Productions/Willy Wood and Eddie Moe  
 Length: :10 per week; 20 bits per  
 Terms: Cash, Barter, Trade  
 Programs/week: 1  
 Number of runs: Unlimited  
 Delivery via: Tape  
 Fully produced, topical, original, weekly drop-in service offering free unlimited localization. High production values featuring original music and SFX. Funny stuff!

**"The Jack Benny Show"**  
**Charles Michelson Inc.**

Producer: Irving Fein  
 Host: Don Wilson  
 Length: 30 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Tape  
 The name Jack Benny conjures up the funniest man in radio. These are the best of his network series minus the commercials to keep the heritage alive for future generations.

**"Edgar Bergen/Charlie McCarthy"**  
**Charles Michelson Inc.**

Producer: Robert Michelson  
 Host: Edgar Bergen  
 Length: 30 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Tape  
 This famous radio network series is being rereleased by special arrangement with the estate of Edgar Bergen. Comedy at its best: Bergen, his wooden dummy Charlie McCarthy, and Mortimer Snerd.

**"Burns & Allen"**  
**Charles Michelson Inc.**

Producer: Irving Fein  
 Host: George Burns  
 Length: 30 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Tape  
 George Burns and Gracie Allen, his zany wife, were tops in ratings from the early days of network comedy. These 52 broadcasts are among the best of their years on radio.

**"Grease Lightning"**  
**ProMedia, Inc.**

Host: The Greaseman  
 Length: 1 Hour  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Tape  
 DC-101's notorious Greaseman is cruising the airwaves in his custom car, Grease Lightning. He's coming to your town with hot music and his own unique brand of laughs!

Continued on Page 24



# The Rick Dees Weekly Top Forty Countdown.

The Most Prestigious Station Line Up In Radio History.

New York, NY  
Los Angeles, CA  
Chicago, IL  
Philadelphia, PA  
San Francisco, CA  
Boston, MA  
Detroit, MI  
Dallas, TX  
Washington, DC  
Houston, TX  
Cleveland, OH  
Pittsburgh, PA  
Seattle/Tacoma, WA  
Miami, FL  
Atlanta, GA  
Minneapolis/St. Paul, MN  
Tampa/St. Pete, FL  
Denver, CO  
Sacramento/Stockton  
Baltimore, MD  
Indianapolis, IN  
Hartford/New Haven  
Portland, OR  
San Diego, CA  
Orlando/Day Bch, FL  
Kansas City, MO  
Nashville, TN  
Charlotte, NC  
Columbus, OH  
New Orleans, LA  
Buffalo, NY  
Oklahoma City, OK  
Greenville/Spartanburg, SC  
Salt Lake City, UT  
Memphis, TN  
Grand Rapids/Kalamazoo, MI  
Providence, RI/New Bedford, MA  
Charleston/Huntington, WV  
Harrisburg York/Lancaster, PA  
San Antonio, TX  
Birmingham, AL  
Dayton, OH  
Louisville, KY  
Greensboro/Winston-Salem/Hightpt, NC  
Tulsa, OK  
Shreveport, LA/Texasarkana, TX  
Flint/Saginaw/Bay City, MI  
Little Rock, AR  
Mobile, AL/Pensacola, FL  
Wilkes Barre/Scranton, PA  
Wichita/Hutchinson, KS  
Knoxville, TN  
Jacksonville, FL  
Albuquerque, NM  
Richmond, VA  
Fresno, CA  
Toledo, OH  
Des Moines, IA  
Syracuse, NY  
Green Bay, WI  
Omaha, NE  
Rochester, NY  
Roanoke/Lynchburg, VA  
Cedar Rapids/Waterloo, IA  
Davenport/Rock Island/Moline, IA  
Paducah, KY/Cape Girardeau, MO  
Portland, ME  
Lexington, KY  
Spokane, WA  
Chattanooga, TN  
Johnstown/Altoona, PA  
Tucson, AZ  
Springfield, MO  
South Bend, IN  
Jackson, MS  
Bristol, VA/Greensport/Johnson City, TN  
Columbia, SC  
Evansville, IN  
Huntsville/Decatur/Florence, AL

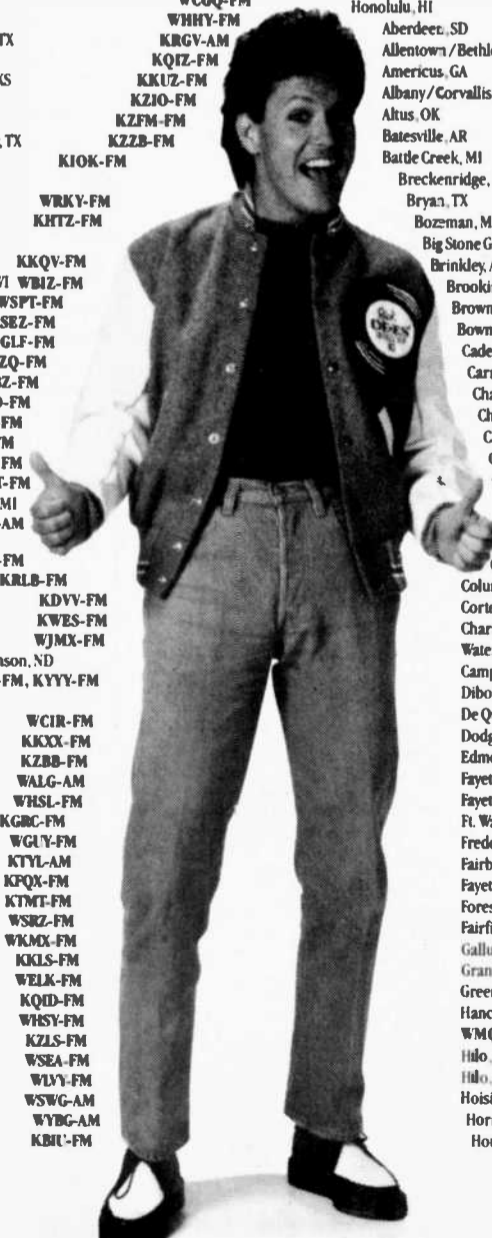
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WZGC-FM  
WLOL-FM  
WHLI-FM  
KIMN-AM  
KSFM-FM  
WBSB-FM  
WZPL-FM  
WKCI-FM  
KMJK-FM  
KSDO-FM  
WHLI-FM  
KCPW-FM  
WWKX-FM  
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WXGT-FM  
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WYSE-FM  
KJYO-FM  
WWT-AM  
KCPX-FM  
WMC-FM  
WSNX-AM/FM  
WZOU-FM  
WVSB-FM  
WQXA-FM  
KSJL-AM/FM  
WKXX-FM  
WYMJ-FM  
WDJX-FM  
WKZL-FM  
KAYI-FM  
KOSY-FM  
WCFX-FM  
KZOU-FM  
WABB-FM  
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KKRD-FM  
WOKI-FM  
WAPF-FM  
KNMQ-FM  
WRVQ-FM  
KYNO-FM  
WMHE-FM  
KDWZ-FM  
WHEN-AM  
WIXX-FM  
KGOR-FM  
WPKY-AM  
WXLK-FM  
KQCR-FM  
KHK-FM  
KSTG-FM, WWKF-FM  
WIGY-FM  
WLAP-FM  
KZU-FM  
WALV-FM  
WBXQ-FM  
KHHT-AM  
KKDY-FM  
WZZP-FM  
WTYX-FM  
WQUT-FM  
WNOK-FM  
WKDQ-FM  
WZYP-FM

Lincoln/Hastings/Kearney, NE  
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Youngstown, OH  
Fort Wayne, IN  
Sioux Falls, SD  
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Lansing, MI  
Fargo, ND  
El Paso, TX  
Augusta, GA  
Charleston, SC  
Ft Myers/Naples, FL  
Savannah, GA  
Madison, WI  
Salinas/Monterey, CA  
Lafayette, LA  
Rockford, IL  
Santa Barbara, CA  
Monroe, LA  
El Dorado, LA  
Columbus, GA  
Montgomery, AL  
McAllen/Brownsville, TX  
Amarillo, TX  
Joplin, MO/Pittsburg, KS  
Duluth, MN  
Corpus Christi, TX  
Beaumont/Port Arthur, TX  
Yakima, WA  
Wheeling, WV  
Steubenville, PA  
Reno, NV  
Wichita Falls, TX/  
Lawton, OK  
La Crosse/Eau Claire, WI  
Wausau, WI  
Sioux City, IA  
Tallahassee, FL  
Terre Haute, IN  
Macon, GA  
Eugene, OR  
Tupelo, MS  
Boise, ID  
Columbia, MO  
Erie, PA  
Erie, PA  
Traverse City/Cadillac, MI  
Chico/Redding, CA  
Lubbock, TX  
Topeka, KS  
Odessa/Midland, TX  
Florence, SC  
Minot/Bismark/Dickinson, ND  
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Bakersfield, CA  
Ft. Smith, AR  
Albany, GA  
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Quincy, IL/Hannibal, MO  
Bangor, ME  
Tyler, TX  
Abilene/Sweetwater, TX  
Medford, OR  
Sarasota, FL  
Dothan, AL  
Rapid City, SD  
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Laurel/Hattiesburg, MS  
Billings/Hardin, MT  
Salisbury, MD  
Elmira, NY  
Greenwood, MS  
Watertown/Carthage, NY  
Lake Charles, LA

KEZH-FM  
WFME-FM  
WHOT-AM/FM  
WMEE-FM  
KPAT-FM  
KLUC-FM  
WSFL-FM  
WVIC-FM  
WDAY-FM  
KEZB-AM  
WBBQ-FM  
WSSX-FM  
WINK-FM  
WBLI-FM  
WZEE-FM  
KDON-FM  
KSMB-FM  
WZOK-FM  
KSLY-FM  
KNAN-FM  
KIXX-FM  
WCGQ-FM  
WHY-FM  
KRGV-AM  
KQZ-FM  
KKUZ-FM  
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KZFM-FM  
KZZB-FM  
KIOK-FM  
WRKY-FM  
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KKQV-FM  
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KSND-FM  
WWKZ-FM  
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KCMQ-FM  
WJET-FM  
WATT-AM  
KEWB-FM  
KRLB-FM  
KDVV-FM  
KWES-FM  
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KHHT-FM, KYYY-FM  
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KTMT-FM  
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KQHD-FM  
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KZLS-FM  
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WSWG-AM  
WYBG-AM  
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Casper/Riverton, WY  
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Battle Creek, MI  
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Brookings, SD  
Brownwood, TX  
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Cadey, KY  
Carroll, IA  
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Cheraw, SC  
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Clarksville/Hopkins, TN  
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Coos Bay, OR  
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Columbus, NE  
Cortez, CO  
Chariton, IA  
Waterloo/Cedar Bluff, VA  
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De Queen, AR  
Dodge City, KS  
Edmonton, Canada  
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Ft. Walton Beach, FL  
Frederick, MD  
Fairbury, NE  
Fayette, AL  
Forest City, IA  
Fairfield, IL  
Gallup, NM  
Grants, NM  
Greenville, MS  
Hancock, MT  
WMQT-FM/WUPY-AM  
Hilo, HI  
Hilo, HI  
Hoisington, KY  
Hornell, NY  
Houma, LA  
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KWXX-FM  
KHOK-FM  
WKPQ-FM  
KCIL-FM

KASX-FM  
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KWMG-FM  
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CFCW-AM  
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KMCK-FM  
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KGMT-AM  
WHKW-FM  
KIQW-FM  
WFTW-FM  
KQNM-FM  
KLLT-FM  
WIQQ-FM  
Humble City, NM  
Jackson, OH  
Jacksonville, FL  
Jenkins, KY  
Jerome, ID  
Junction City, IA  
Keene, NH  
Kennett, MO  
Kirksville, MO  
Lanconia, NH  
Lander, WY  
Lawton, OK  
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Lihue, HI  
Lima, OH  
Logan, UT  
Lordsburg, NM  
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Mansfield, OH  
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McComb, MS  
McCook, NE  
McMinnville, TN  
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Olympia, WA  
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Petoskey, MI  
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Richmond, IN  
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Rolla, MO  
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Ronan, MT  
S. Boston, VA  
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Salina, KS  
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Scottsbluff, NE  
Sebring, FL  
Selma, AL  
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Staunton, VA  
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Sault Ste Marie, MI  
Stillwater, OK  
Swainsboro, GA  
Tappanahock, VA  
Valdosta, GA  
Vermillion, SD  
Vernal, UT  
Vincennes, IN  
Waterloo/Cedar Falls, IA  
S. Williamsport, PA  
Willits, CA  
Williston, ND  
Waynesville, MO  
Winner, SD  
Woodstock, VA  
Worcester, MA  
Watertown, NY  
Woodward, OK  
Wenatchee, WA



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Continued from Page 22

**"The National Comedy Network"****ProMedia, Inc.**

Producer: David Kolin ("Dr. Dave")  
 Length: Various  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Tape

Original comedy bits by the hot creator/producer of the hit song parodies "Vanna, Pick Me A Letter" and "The Ballad Of Jim And Tammy."

**"The Tony Weasel Report From Hollywood"****Greg O'Neill**

Host: Tony Weasel  
 Length: :90-2 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Delivery via: Phone

The Weasel reports the real dirt from Hollywood, in movies, TV, music, and party animals.

**"My Music"****WFMT Fine Arts Network**

Producer: BBC  
 Host: Steve Race  
 Length: 30 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite and Tape

A hilarious battle of wits between two teams of experts answering questions based on classical music, opera, jazz, and even dance music with spontaneity and ingenuity.

**"My Word"****WFMT Fine Arts Network**

Producer: BBC  
 Host: Jack Longland  
 Length: 30 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite and Tape

A witty panel game about words played by people whose business is words and who are experts on poems, plays, catch-phrases, and literary allusions.

**"People In The Noose, The Hollywood Gossip Column"****Brenn Very**

Length: 2 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: Open  
 Delivery via: Tape

From Hollywood, Dotty Scuttlebutt hosts a fast-paced round-up of farcical celebrity gossip, rumor, and interviews.

**"The Political Commentaries Of Senator Philabuster T. Ashcan"****Brenn Very**

Length: 2 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: Open  
 Delivery via: Tape

Satirical musings and interviews on the Washington political process.

**"No Pressure, No Hype Auto Campaign"****Chicago Radio Syndicate**

Producer: Dick Orkin's Radio Ranch  
 Length: :60  
 Terms: Cash

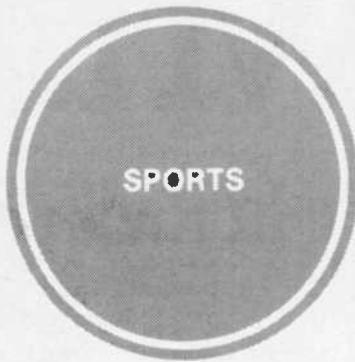
Delivery via: Tape

Dick Orkin's comedy commercials designed for automobile dealers.

**"Views In The News"****Brenn Very**

Producer: Brenn Very  
 Length: 2 Minutes  
 Terms: Cash  
 Programs/week: 5  
 Number of runs: Open  
 Delivery via: Tape

Humorous "point of view" commentaries on topical trends and events through a rotating group of regular characters and formats.

**"ACT Tour"****Star Communications**

Producer: JL Broadcasting  
 Host: Dave Moody  
 Length: 2.5 - 4 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite

American challenge series and auto racing from New England and Canadian race tracks.

**"American Football In London"****At The Game Network**

Producer: Scott Wetzel  
 Host: Corey Taylor  
 Length: :60  
 Terms: Cash  
 Programs/week: 14/14  
 Number of runs: 4  
 Delivery via: Tape or Phone

Feature series on both football and the city of London when the two come together in August. Half football half travel oriented.

**"At The Game Report"****At The Game Network**

Length: :60  
 Terms: Cash  
 Programs/week: 5  
 Number of runs: 4  
 Delivery via: Phone

Each morning station receives a report from a night game. Game chosen on the basis of funny or unusual happening as well as sporting value.

**"Breakfast With O.J."****MCA Radio Network**

Producer: Kris Erik Stevens  
 Host: O.J. Simpson  
 Length: :90  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 2  
 Delivery via: Disc

O.J. Simpson comments on sports news and events.

**"Business of Sports"****Star Communications**

Producer: Carl Grande  
 Host: Carl Grande  
 Length: :60  
 Terms: Barter  
 Programs/week: 3  
 Number of runs: 1

Delivery via: Satellite

Timely feature which goes behind the scenes to discuss the business decisions from the front offices.

**"Championship Events Package"****At The Game Network**

Producer: Scott Wetzel  
 Host: Varied  
 Length: :60  
 Terms: Cash and/or Barter  
 Programs/week: Varies  
 Number of runs: 2  
 Delivery via: Phone

Generic report from championship sporting events.

**"Customized Championship Events Package"****At The Game Network**

Producer: Scott Wetzel  
 Host: Varies  
 Length: Approx. :60 customized  
 Terms: Cash  
 Programs/week: Varies  
 Number of runs: Unlimited  
 Delivery via: Phone

Customized reports from championship sporting events. Coverage includes All Star Games, Stanley Cup, NBA finals, Final Four, Super Bowl, World Series, and selected events.

**"Customized Sportscasts"****At The Game Network**

Producer/Host: Scott Wetzel  
 Length: Station discretion  
 Terms: Cash and/or Barter  
 Programs/week: Varies  
 Number of runs: 1  
 Delivery via: Clear fiber-optic phone line

Sportscasts customized according to your programming strategy and delivered via clear fiber-optic phone line. Available morning drive, afternoon drive, and weekends.

**"Hoops"****Robert Michelson Inc.**

Producer: Robert Michelson  
 Length: One hour  
 Terms: Barter  
 Delivery via: Satellite  
 College basketball's all time sweet 16 computer playoffs. Color by Billy Packer. 15 one-hour programs prior to the 1987 NCAA tournament. Statistics compiled by USA Today's Jeff Sagrin.

**"Grandstand"****Star Communications**

Producer: Tom Star  
 Host: Carl Grande  
 Length: 1 Hour  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite

A sports roundtable discussion featuring various members of the media.

**"In Training: NFL Camp Reports"****At The Game Network**

Host: Various  
 Length: :60  
 Terms: Cash  
 Programs/week: 7  
 Number of runs: 4  
 Delivery via: Phone or Tape  
 Daily feature reports from NFL Training Camps during July.

**"The Rafer Johnson Report" Starstream Communications**

Host: Rafer Johnson  
 Length: 2:30 Minutes

Terms: Barter  
 Programs/week: 5  
 Number of runs: M-F, once/day  
 Delivery via: Tape and Satellite  
 Informative sports show depicting the training, the trials, and the triumphs of America's brightest 1988 Olympic stars. Rafer Johnson, decathlon gold medal winner in the 1960 Rome Olympics, provides insights and knowledge.

**"John Madden's Sports Quiz"****Clayton Webster Corp.**

Host: John Madden  
 Length: :90  
 Terms: Barter/Exchange  
 Programs/week: 7  
 Number of runs: Unlimited  
 Delivery via: Tape  
 From John Madden's personal perspective, sports trivia, key moments, actualities, and anecdotes are presented in a question-answer format each day, seven days per week.

**"Al Michaels On Sports"****MCA Radio Network**

Producer: Kris Erik Stevens  
 Host: Al Michaels  
 Length: 3 Minutes  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Disc  
 Al Michaels comments on sports news, events, live coverage, and audience call-in.

**"Pro Football '87 — A Look Ahead"****PIA (Public Interest Affiliates)**

Host: Marv Alpert  
 Length: 1 Hour  
 Terms: Barter  
 Number of runs: Unlimited  
 Delivery via: Tape  
 A timely, high-profile yearly special featuring predictions for the '87 season, draft pick analysis, actualities, player interviews, and a recap of the '86 season.

**"Tony Roberts, Sports Today"****Westwood One/Mutual**

Producer: Mutual/Dan Miller  
 Host: Tony Roberts  
 Length: 2 Minutes  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 3  
 Delivery via: Satellite  
 Daily sports commentary and analysis or controversial current sports topics presented by Mutual's number one sportscaster, Tony Roberts.

**"Sports Challenge"****At The Game Network**

Host: Dick Enberg  
 Length: 2:30  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Tape  
 Nostalgia sports series featuring play-by-play from famous events and questions for the listening audience.

**"Sports Challenge"****Charles Michelson Inc.**

Producer: Gerry Gross  
 Host: Dick Enberg  
 Length: 2:30  
 Terms: Cash  
 Programs/week: 7  
 Number of runs: Unlimited  
 Delivery via: Disc, Tape  
 Description of various sport events with challenge to audience to name another important event after the original event and before the final commercial spot.

**"Sportsminute"****NBC Radio Network**

Producer: Stan Martyn/Andy Roth  
 Host: Stan Martyn/Andy Roth  
 Length: :60  
 Programs/week: 10  
 Number of runs: 10  
 Delivery via: Satellite  
 A live sports minute highlighting final scores and in progress scores of games being played as news items in sports such as hirings, firings, trades, etc.

**"Sports Story"****At The Game Network**

Producer/Host: Scott Wetzel  
 Length: :60  
 Terms: Cash  
 Programs/week: 5  
 Number of runs: 2  
 Delivery via: Tape  
 Deals with one or two sports stories of major interest weekly and/or an in-depth topical interview with players.

Continued on Page 26



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**LEE**

**PRE-APPROVED**

**FIRST CLASS** — 18/49+ — Like RADIOSCOPE, this classy new UPSCALE SHORT FORM DAILY AND HOUR-LONG WEEKEND entertainment news and information program takes listeners behind the scenes with the most enduring entertainers and the legends of our time. Share great historical moments in jazz, pop and the blues. Get the "psst" behind the hottest trends in music, fashion and leisure time activities. When the line starts behind you, you are strictly **FIRST CLASS**.

**FIRST CLASS**

**LEE**

**LET'S BUILD CHRISTIAN HEROES**

**NEW**  
from BAILEY BROADCASTING, INC.

**GOSPEL Spotlight**  
the premier syndicated gospel show of the air

**GOSPEL SPOTLIGHT** — 18/49+ — "Let's Build Christian Heroes" is the motto for this innovative SHORT FORM DAILY AND HALF-HOUR WEEKEND issues and interview show, featuring the latest in religious music and the artists who have put Gospel into the music mainstream.

Produced by BAILEY BROADCASTING  
A Division of Lee Bailey Communications, Inc.  
to order call your representative at  
(213) 969-0011  
3151 Culveridge Boulevard West, Suite 200  
Los Angeles, CA 90068

**LEE**

**LOVE**

*Notes*

YOU'LL GET AN EARFUL WITH THE HOTTEST LITTLE SHOW ON RADIO

**LOVE NOTES** — 18/49+ — Particularly geared to "Quiet Storm" or "love-hours" programming. Here's a juicy and provocative show that celebrates Love — with stranger-than-fiction true life love stories, anecdotes and musings you'll never forget. You'll fall in love with this SHORT FORM show.

Produced by BAILEY BROADCASTING  
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Los Angeles, CA 90068

**LEE**

Get a jump on your competition. Join the successful, ever-growing family of BAILEY BROADCASTING AFFILIATES.

**ALL PROGRAMS OFFERED FREE ON TRADE/BARTER**

**BAILEY BROADCASTING SERVICES is a division of LEE BAILEY COMMUNICATIONS, INC.  
(213) 969-0011**

Continued from Page 24

**"Sportstalk On The Road"**  
**At The Game Network**  
 Producer: Corey Taylor  
 Host: Various  
 Length: Varies  
 Terms: Barter  
 Programs/week: Up To 7  
 Number of runs: Unlimited  
 Delivery via: Phone

Program series customized daily by you provides: cuts/pre, post, and live customized updates from events nationally. Puts your sports show on the road daily.

**"Starting Line"**  
**Star Communications**

Producer: JL Broadcasting  
 Host: Dave Moody  
 Length: 1 Hour  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite

Interviews with race car drivers and information on racing. Listener call-in.

**"Superbowl XXII: Countdown To Sunday"**  
**PIA (Public Interest Affiliates)**

Host: Joe McConnell  
 Length: 30 Minutes  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: Unlimited  
 Delivery via: Tape

A dynamic yearly special featuring a recap of the 1987 season, player interviews, play-by-play highlights, roundtable discussion, previews, and predictions to kick off the Super Bowl.

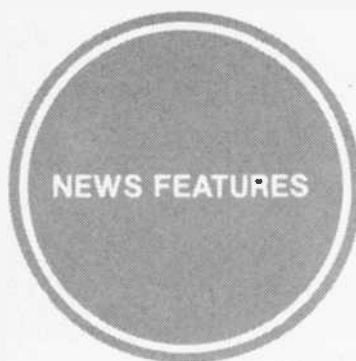
**"Topic: Sports"**  
**At The Game Network**

Host: Station supplied  
 Length: Varied  
 Terms: Cash  
 Programs/week: 5-7  
 Number of runs: Unlimited  
 Delivery via: Tape

Actualities are provided weekly on one subject from players, coaches, broadcasters, and management. Station personality designs feature or program using actualities based on programming philosophy.

**"US Open Report"**  
**At The Game Network**

Length: :60  
 Terms: Cash  
 Programs/week: 14/7  
 Number of runs: 2  
 Delivery via: Phone  
 Customized reports from US Open Tennis in New York City.



**"The Auto Report With John Dinkel"**  
**Mealticket Entertainment**

Producer: Larry Boxer  
 Host: John Dinkel and Bruce Chandler  
 Length: 3:30  
 Terms: Barter  
 Programs/week: 6  
 Delivery via: Disc and Cassette

The latest news, reviews, and advice from the leading auto expert in the US, Road & Track Editor John Dinkel.

**"Crain's Business Report"**  
**PIA (Public Interest Affiliates)**

Host: Christopher Michael  
 Length: :90  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: Unlimited  
 Delivery via: Tape  
 Light, newsy, fun features focusing on unusual business stories and consumer concerns. News source: Crain Communications.

**"Crain's Business Report"**  
**PIA (Public Interest Affiliates)**

Host: Christopher Michael  
 Length: 30 Minutes  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: Unlimited  
 Delivery via: Tape  
 Light, newsy, fun consumer/business perspectives focusing on unusual business stories and consumer concerns. News source: Crain Communications.

**"Everybody's Money"**  
**CUNA Service Group, Inc.**

Producer: CIMA and Advertising, Boelter & Lincoln  
 Length: :60  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 1  
 Delivery via: Tape

Financial program of consumer facts and information, based on Credit Union National Association's money management quarterly Everybody's Money.

**"Family Field Guide"**  
**Radio Shorts, Ltd.**

Producer: Paul Ennis  
 Host: Paul Wood  
 Length: 2 Minutes  
 Terms: Barter (pending national sponsor negotiations)  
 Programs/week: 5  
 Number of runs: Unlimited  
 Delivery via: Tape

Delivers contemporary "How To Parent Successfully" information daily. Target audience m/f 25-49. Each program infused with humorous and personal anecdotes from host's 12+ years of parenting.

**"Financial Broadcasting Network News"**  
**Financial Broadcasting**

Producer: Eric Moffitt  
 Host: Rotating Hosts  
 Length: 3 Minutes  
 Terms: Cash/Barter  
 Number of runs: 18/day  
 Delivery via: Satellite  
 Live updates of current issues and movements in the world of business in an in-depth, top-quality manner.

**"Looking Ahead"**  
**Syndicate It Productions**

Host: Peari Bailey  
 Length: :60  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 2  
 Delivery via: Tape  
 Series of vignettes which provide information of importance to senior adults.

**"Musicians' Handbook"**  
**Radio Shorts, Ltd.**

Producer: Paul Ennis  
 Host: Augie Blume  
 Length: :90  
 Terms: Barter (pending national sponsor negotiations)  
 Programs/week: 5  
 Number of runs: Unlimited  
 Delivery via: Tape  
 Blume calls on his 30 years' experience in the music industry to present practical tips/insider information for musicians, from garage bands to gold record recording artists.

**"The Neil Myers Show"**  
**NBC Radio/Talknet**

Producer: Bernadette Duncan  
 Host: Neil Myers  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Satellite  
 General advice and conversation telephone talk show.

**"On The Inside With Jayne Kennedy"**  
**Starstream Communications**

Host: Jayne Kennedy  
 Length: 2:30 Minutes  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: M-F, once/day  
 Delivery via: Tape and Satellite

Examines the lives of leading black achievers, and captures the 18-34 young adult market through its creative and innovative radio copy depicting an interpersonal view of top black personalities.

**"Pets And People"**  
**AP Network News**

Producer: Dr. Jane Fishman  
 Host: Dr. Jane Fishman  
 Length: :90  
 Terms: Cash  
 Number of runs: 5  
 Number of runs: Unlimited  
 Delivery via: Satellite  
 Pets And People, hosted by veterinarian Dr. Jane Fishman, covers all aspects of pet health, care and behavior.

**"Sylvia Porter's Personal Finance Report"**  
**REM Communications**

Producer: Neil McIntyre  
 Host: Carol Sinclair  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 1 with net.; unlimited local  
 Delivery via: Tape  
 Advice and ideas on personal finance from America's most respected and well-known advisor. Not the Dow Jones Industrial Average, but how to invest and save to amass your personal fortune.

**"Power On"**  
**Starstream Communications**

Host: Joe Ford  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: M-F, once/day  
 Delivery via: Tape and Satellite  
 Answer's America's questions about the perplexing and changing new technology world. Networking, bytes, cellular phones, and software

**POWER**

are just a few exciting program topics of interest to the upper income professional.

**"SBN Money Smarts"**  
**Sheridan Broadcasting**

Producer: Toni Jones  
 Host: Dave Clark  
 Length: :90  
 Terms: Barter  
 Programs/week: 3  
 Number of runs: Unlimited  
 Delivery via: Tape and Satellite  
 Ninety second personal finance information feature on investment and money matters.

**"Sixty Second Preview"**  
**Sixty Second Preview, Inc.**

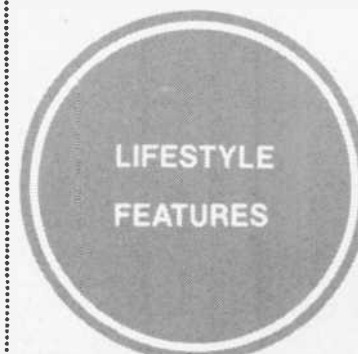
Producer/Host: Jeff Craig  
 Length: :60  
 Terms: Barter  
 Programs/week: 7  
 Number of runs: Negotiable  
 Delivery via: Disc  
 Sixty second previews of new movies.

**"Today's Woman"**  
**Starstream Communications**

Host: Betsy Ballard  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: M-F, one/day  
 Delivery via: Tape and Satellite  
 An informative program exploring the lifestyles and interests of the American working woman. Coping with corporate America and developing personal power and financial skills are some of the many innovative program topics.

**"Uplift"**  
**North America 1**

Producer: Bill McClure  
 Host: Bill McClure  
 Length: 90 Seconds  
 Programs/week: 5  
 Number of runs: 4  
 Delivery via: Satellite  
 Inspirational self-help.



**"ABC Soap Quiz"**  
**Jameson Broadcast**

Host: ABC Soap Stars  
 Length: :60  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: Unlimited  
 Delivery via: Satellite  
 Soap opera trivia, with the stars of the soaps asking the questions and giving the answers. Structured for local personality insert and audience participation if desired.

Continued on Page 30

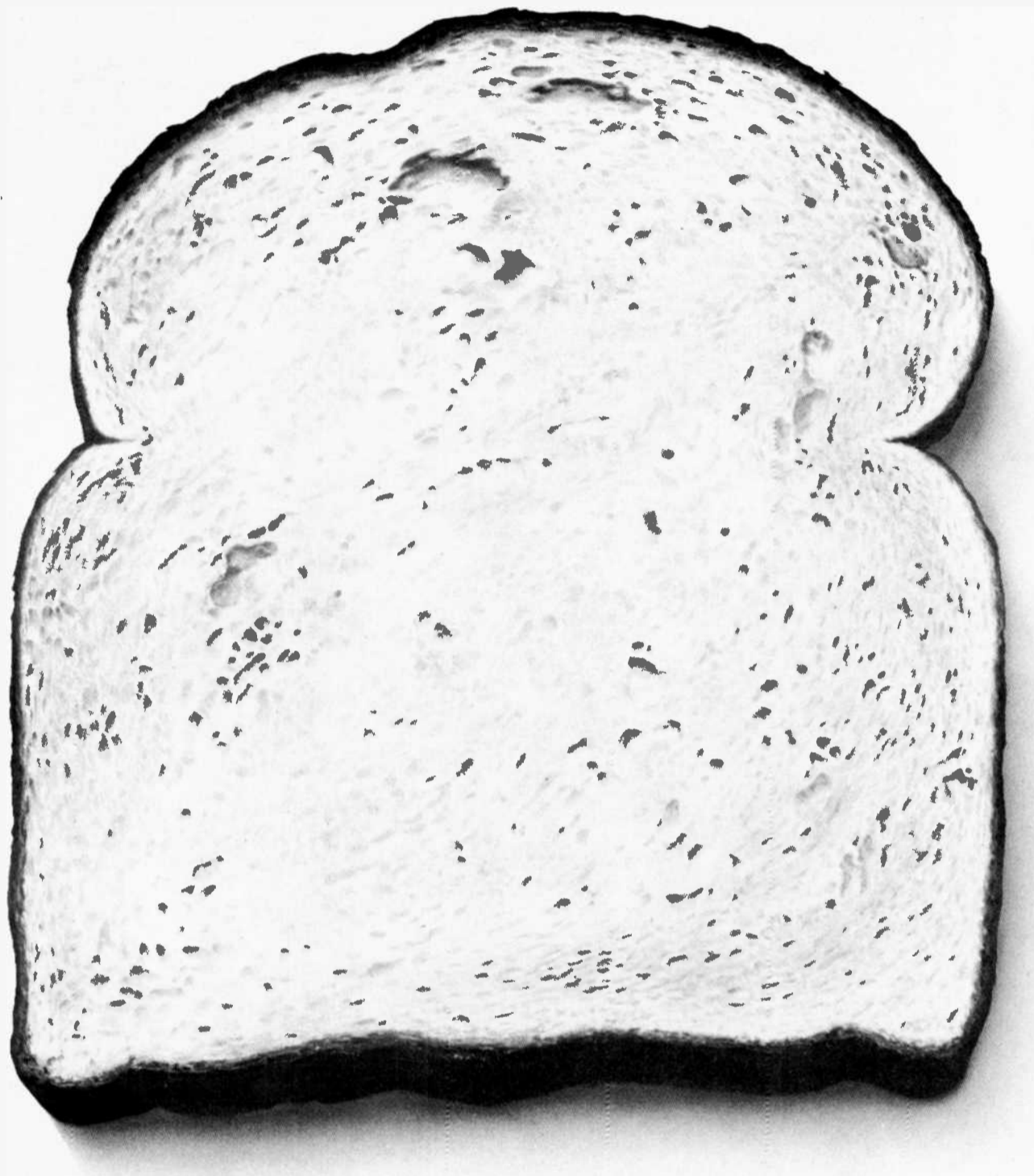
**R&R Convention**

Save These Dates  
**March 3-5, 1988**  
 Loews Anatole Hotel  
 Dallas, Texas

Watch R&R for registration & reservation information

The Best Is Back!





## Our Radio Production Library is anything but this.

Just mention the words production music and many people think of music as bland as white bread.

Now there's an alternative to stale stock music. The AirCRAFT Music Library. Designed for people who want production music that gives them an edge. That gives them the uniqueness and personality good music is supposed to create.

Full length, minus mix, 60s, 30s, 10s, stingers, bumpers, shotguns, buttons, as well as many other production elements make this library ideal for advertising and promo work.

Give a listen to our demo on cut #2 of the enclosed Aircheck cassette. Then give us a call at 1-800-343-2514. Why settle for white bread when you can get fresh baked goods?



Music Library

77 North Washington St. Boston, MA 02114 (617) 367-0610 / 25 East 21st Street New York, NY 10010 (212) 420-6010





LOS ANGELES

CHICAGO

DETROIT

WASHINGTON, D.C.

NEW YORK

TORONTO

SYDNEY

TOKYO





**he World is discovering what America already knows...**

Westwood One pioneered and perfected the concept of advertiser-sponsored radio programs. What kind of programs? All kinds. Concerts and countdowns. Music and interview specials. Lifestyle features and anthologies. Stereo simulcasts and live big events. News, talk and sports. You name it, we've got it.

Over 5000 U.S. radio stations air our programming. And now, Westwood One's advertiser-sponsored programming is being broadcast all over the World. The newest addition to our international line-up premiered May 4. Westwood One, through Voice Of America/Europe, is airing hit shows like: *Off The Record* with Mary Turner, *The National Music Survey*, *Future Hits*, the *Rock Chronicles*, *Rock & Roll Never Forgets* and *Line One* on over two dozen AM and FM radio stations throughout Europe.

Radio stations and advertisers worldwide can now utilize the radio resource that America has been using for more than a decade. For the absolute **best** in radio programming, Westwood One is in a class by itself.

*World Class Radio*



**WESTWOOD ONE RADIO NETWORKS**  
**MUTUAL BROADCASTING SYSTEM**



Continued from Page 26

**"Antique Audio Digest"****North America 1**

Producer: Jason Hill  
 Host: Jason Hill  
 Length: 5 Minutes  
 Terms: Cash  
 Programs/week: 5  
 Number of runs: 4  
 Delivery via: Satellite  
*Old radio show excerpts.*

**"Carney Productions"****Carney Productions**

Producer: Mark Carney  
 Host: The Artists Who Produce The Music  
 Length: Variable  
 Terms: Cash  
 Programs/week: Variable  
 Number of runs: Unlimited  
 Delivery via: Tape

*Specializes in providing radio stations with customized creative and straight liners, promos, jock liners, and jingle singing from today's top recording artists.*

**"Listen Up, America ... With Oscar Picayune"****Brenn Vary**

Length: 2 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: Open  
 Delivery via: Tape

*Biting controversial commentary on "our piddly little lives" from the somewhat widely read columnist ... who's sort of a cross between Andy Rooney and Genghis Khan.*

**"On The Beat With The Stars"****Sheridan Broadcasting**

Producer: Toni Jones  
 Host: Eric Faison  
 Length: :90  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: Unlimited  
 Delivery via: Tape and Satellite  
*Latest Urban music news and entertainment, featuring artist interviews.*

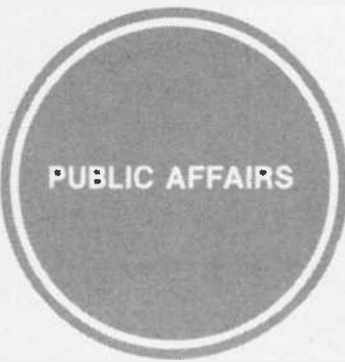
**"Radioscope: The Entertainment Magazine Of The Air"****Bailey Broadcasting Services**

Producer: Lee Bailey  
 Host: Lee Bailey  
 Length: One Minute  
 Terms: Barter  
 Number of runs: 5  
 Number of runs: 2  
 Delivery via: Tape  
*A one-minute version of Radioscope, the premiere entertainment, information program for the radio.*

**World Space Report®****"World Space Report"****World Space Report**

Producer: Joe Piasek  
 Host: John Ogle  
 Length: :90  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: Up to 5 x per day  
 Delivery via: Tape

*High impact daily news program reporting exclusively on space exploration and development. A human perspective (not technical) designed for full service AM or music formats looking for a distinctive leading edge.*

**"The Commentary"****Syndicate It Productions, Inc.**

Host: Multiple  
 Length: :90  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 2  
 Delivery via: Tape

*Daily vignettes presenting the insightful opinions of prominent black newsmakers on the important issues of the day.*

**"Innerview"****North America 1**

Producer: Suzanne Carol  
 Host: Suzanne Carol  
 Length: 1 Hour  
 Programs/week: 2  
 Number of runs: 2  
 Delivery via: Satellite

*Spiritual and supernatural discussions with guests and audience call-in participation.*

**"Kidsounds"****Professional Advertising Consultants**

Producer: Bill Reardon  
 Host: Bill Reardon, John Gentile, Scott Sommer  
 Length: 60 Minutes  
 Terms: Cash/Barter  
 Programs/week: 3  
 Number of runs: 3  
 Delivery via: Tape

*Program for women with young children/pre-teens. Target demo: women 18-44.*

**"Qulrks And Quarks"****WFMT Fine Arts Network**

Producer: Canadian Broadcasting Corp.  
 Host: Jay Ingram  
 Length: 1 Hour  
 Terms: Cash or Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite and Tape

*One of the top-rated and most honored Canadian shows, this carefully researched, fast-paced radio science show covers a dozen timely topics each week.*

**"S.B.C.A. Information Network"****North America 1**

Producer: Harry Thibedeau  
 Host: Harry Thibedeau  
 Length: 3 Hours  
 Terms: Cash  
 Programs/week: 5  
 Number of runs: 1  
 Delivery via: Satellite

*Talk show with special guests and audience call-in participation.*

**"Teenagers Ask The Psychologist"****Star Communications**

Producer: Tom Star  
 Host: Dr. Lonnie Cartin  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite

**"A/C Safest Oldies: New Research"****Music Director Programming Service**

Terms: Cash  
 Delivery via: Tape

*We've just added four new reels to our A/C Safest Oldies library, based on new research findings by Strategic Radio Research, Chicago. List of titles available to PDs for free.*

**"The Aircraft Music Library"****Aircraft Music**

Producer: Mark Cuddy  
 Length: :60, :30, :10  
 Terms: Cash  
 Delivery via: Tape and Disc

*New Age radio production library featuring current day music styles not usually found in other production libraries.*

**"American Movers"****Commercial Production Of Dallas**

Terms: Cash  
 Delivery via: Disc

*Music library of new music sold on a buy-out basis, with a new album released every three months. Quality music at affordable prices. Great for starter or supplement to existing library.*

**"Champion"****American Image Productions**

Producer: American Image Productions  
 Terms: Cash  
 Delivery via: Disc

*Compact disc music library designed for use by broadcasters and a/v producers. Tracks range in lengths from 3-4 minutes down to :30 s & :60 s. Call For Demo.*

**CLASSIC COUNTRY**

720 COUNTRY CLASSICS WITHOUT THE CUE-BURN

**"Classic Country — The Library"****The Programming Consultants, Inc.**

Terms: Cash  
 Delivery via: Tape

*720 of country music's most cherished oldies, all restored to their original condition. Can be used for carting or as a reel-to-reel category.*

**SURVEY RESPONSE #3:****What Shows Does Your Station Carry? — AOR**

1. Superstars Concert Series (Westwood One/Mutual)
2. Rockline (Global Satellite/ABC)
3. King Biscuit Flower Hour (DIR)
4. Metalshop (MJI)
5. Rock Over London (RI)

Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.

**"Classic Rock" The Programming Consultants, Inc.**

Terms: Cash  
 Delivery via: Tape

*Over 400 legendary classic rock songs, all in pristine condition. Can be used as a library for carting or as a reel-to-reel category.*

**"Otis Conner's Soundworks"****The Otis Conner Companies**

Producer: Otis Conner  
 Terms: Cash  
 Delivery via: DAT

*The only production music library produced for contemporary formats. The only production library available on DAT (digital audio tape). Recorders supplied with contract. Updated throughout term of four year contract.*

*If it sounds real, it must be*

**"Digifects"****FirstCom**

Producer: Jim Long/Ken Nelson/  
 Jan Pihlstrom  
 Length: 11 CDs  
 Terms: Cash  
 Delivery via: CD

*The world's first and only real digital SFX library. Eleven CDs containing over 1000 cuts available on a 10-day trial.*

**"Digital Solid Gold" RPM Radio Programming & Management Inc.**

Host: Custom major market voice production included

Length: 24 hr. format  
 Terms: Cash only  
 Delivery via: Analog or Digital Tape  
*Furnished as a full format or a special-use library. Features the greatest hits from the past 30 years. Available in soft or harder intensity versions. Most cuts recorded digitally from CD.*

**"Easy-On-Cart" The Programming Consultants, Inc.**

Terms: Cash  
 Delivery via: Tape  
*2500 stereo selections transferred direct from quality masters to cart. Full custom consultation, hour-by-hour computerized playlist, or even software containing music data.*

**"Hanna Barbera Library Of Sounds"****Interlock Co.**

Producer: Hanna Barbera  
 Length: 7 LPs; 232 sounds  
 Delivery via: Disc  
*Hanna Barbera's sound effects library of all the sounds we remember from "The Flintstones," "The Jetsons," "Scooby-Doo," etc. In easy to use form with index.*

**"Hits-Of-The-Month On CD"****The Programming Consultants, Inc.**

Terms: Cash  
 Delivery via: CD  
*Receive a CD every month with the hottest CHR and AC songs that you've helped select as a club subscriber. Digital monthly service.*

Continued on Page 32



**We guaranteed  
over \$1,000,000  
in long-term  
contracts in just  
one week!**

**And we delivered!**

*In one week, 15 stations using the TMCI local business plan wrote long-term contracts totaling over \$1,300,000. Throughout this past year, radio stations across the United States and Canada have enjoyed the benefits of the "TM Money-Market Guarantee" – a systematic approach toward new, long-term business development, creatively presented and rapidly executed.*

**Sales results or your money back!**

*In more than 60 markets this past year, our program has created an immediate impact on local sales growth. If you want additional contracts and billings, you'll want TMCI's Money-Market Guarantee Program.*

**Call 1-800-527-7759\* for more details.**

*Call now to insure additional dollars for your 1987 budget. Ask for Dave Tyler and TMCI's no risk, Money-Market Guarantee.*

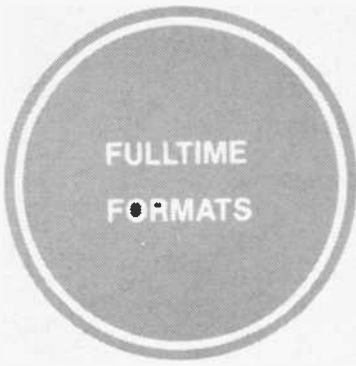
**These stations have increased their sales with our Money-Market Guarantee Program.**

<b>Concept Sales References</b>				<b>1 Week</b>	<b>Market</b>
<b>WIL</b>	St. Louis, MO	Dick Williams	314-436-1600	<b>\$79,000</b>	22
<b>WEGR/ WREC</b>	Memphis, TN	Sherri Sawyer	901-578-1160	<b>\$194,000</b>	50
<b>WASP</b>	Brownsville, PA	Jim Humes	412-785-3450	<b>\$45,100</b>	300+
<b>KEBC</b>	Oklahoma City, OK	Don Hodges	405-631-7501	<b>\$75,000</b>	47
<b>WQEN</b>	Gadsden, AL	Fred Raines	205-543-3246	<b>\$84,000</b>	316
<b>KWYZ</b>	Everett, WA	Paul McCarthy	206-252-5123	<b>\$88,800</b>	300+
<b>WAOK/ WVEE</b>	Atlanta, GA	Howard Toole	404-898-8900	<b>\$98,000</b>	11
<b>KHAT</b>	Lincoln, NE	Dan Charleston	402-489-1063	<b>\$46,000</b>	200
<b>WAWK/ WBTU</b>	Fort Wayne, IN	Carl Lancy	219-347-2400	<b>\$93,000</b>	128
<b>WDAD</b>	Indiana, PA	Dick Sherry	412-349-1450	<b>\$97,000</b>	300+
<b>WGCH</b>	Greenwich, CT	Mike Fray	203-869-1490	<b>\$58,000</b>	300+
<b>WKKR</b>	Opelika, AL	Gary Fuller	205-745-4657	<b>\$53,000</b>	300+
<b>CJCL</b>	Toronto, ON	Bob Johnson	416-923-0921	<b>\$232,000</b>	
<b>WLAN</b>	Lancaster, PA	Sam Altdoerffer	717-394-7261	<b>\$60,000</b>	118
<b>KQXX/ KCIZ</b>	Springdale, AR	Jim Furman	501-756-6121	<b>\$55,000</b>	313

\*In Texas call collect, 214-634-8511.  
©1987 TM Communications, Inc.



**TM Communications, Inc.**  
Broadcast Services Radio Stations  
Corporate Communications Training Programs  
1349 Regal Row Dallas, TX 75247  
214-634-8511 1-800-527-7759



**"Kala Klassic Gold"**

**Kalamusic**

Producer: Dan Chamberlin  
Terms: Cash

The classic rock hit recordings of the '50s, '60s, and '70s reproduced from compact discs available as a program feature, a format enhancer, or fulltime programming.

**"1986 Pop Oldies Update"**

**Music Director  
Programming Service**

Terms: Cash  
Delivery via: Tape

Six reels contain 133 1986 recurrences. These reels can be added to our Basic Gold Oldies library to bring the library up to date.

**"1986 Country Gold Oldies"**

**Music Director  
Programming Service**

Terms: Cash  
Delivery via: Tape

Four reels of 1986 Country hits have been added to our Country Gold Oldies library of 52 reels.

**"Power Tools:  
Digital Audio Production"**

**Brown Bag Productions**

Length: 307 cuts  
Terms: Cash  
Delivery via: CD

The first compact disc, market exclusive production library. Produced by the award-winning creators of "Rock Trax," "Starfire," "Voice Tech," and "Escape."

**"Techsonics"**

**SP Sound Productions**

Producer: Steve Peppos  
Length: 343 cuts  
Delivery via: Tape

New generation of laser zappers, sweepers, ID stagers, wild work parts, laser drums, contest and production beds, explosions, news-traffic and weather, and seasonal cuts.

**"AM Only"**

**Transtar**

Terms: Cash  
Delivery via: Satellite  
Affiliates: 50

Music and Memories of great artists like Frank Sinatra, Johnny Mathis, Nat "King" Cole, Barry Manilow, and the Carpenters. Live personalities, 24 hours per day.

**"Classic Country —  
The Format"**

**The Programming  
Consultants, Inc.**

Delivery via: Tape

Forty years of country music's all-time greatest hits from 1947-87. Current category available as an option. Over 1500 of the biggest country hits.



**"Classics 'Til Dawn"**

**Airwaves Radio Network, Inc.**

Host: Chris Clausen  
Length: Up to 10 hrs./nightly

**SURVEY RESPONSE #4:**

**What Shows  
Does Your  
Station Carry?  
— Urban Contemporary**

1. The Countdown (Westwood One/Mutual)
2. On The Move (CBS)
3. Radioscope (Bailey Communications)

Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.

Terms: Cash  
Delivery via: VHS Hi-Fi, Beta Hi-Fi, 8mm Digital, or Reel-To-Reel Tape  
Only the greatest, most familiar classical hits of all time. Music from compact discs delivered in digital stereo. A late night/overnight hosted program.



**"The Complete  
Consultancy"**  
**The Programming  
Consultants, Inc.**

Terms: Cash  
Delivery via: Tape  
Full service consulting of your station at one low price. Includes music library, computerized playlist, weekly music call, ratings analysis, expert programming, and much more.

**"Light Jazz"**  
**The Programming  
Consultants, Inc.**

Terms: Cash  
Delivery via: Tape  
Light contemporary jazz targeted at 25-54 demographics. Ideal for AC, Easy, and MOR formats. Features artists like Bob James, Earl Klugh, and Chuck Mangione.



**"Country One"**  
**RPM Radio Programming &  
Management Inc.**

Host: Custom major market voice production included  
Length: 24 hr. format  
Terms: Cash only  
Delivery via: Analog or Digital Tape  
Features the greatest town and country hits from the past 20 years. Computer music selection permits custom blending of the music library for each client. Recorded on digital masters.

**"Moments To Remember"**  
**Jay Stevens & Associates**

Producer: Jay Stevens  
Terms: Cash  
Delivery via: Tape  
Best of the Big Band era nostalgia.



**"Softsongs"**  
**Churchill Productions**  
Producer: Bob Gaskins

Terms: Cash  
A 24-hour seven-day easy vocal format. The content is original artist vocals (75%) and instrumentals (25%) targeted at the 35-49-year-old listener.



**"Switched On Classics"**  
**Airwaves Radio Network, Inc.**  
Host: Chris Clausen

Length: Up to 24 hrs./day  
Terms: Cash  
Delivery via: VHS Hi-Fi, Beta Hi-Fi, 8mm Digital, or Reel-To-Reel Tape  
Only the greatest, most familiar classical hits of all time. Music from compact discs delivered in digital stereo. A 24-hour format or supplemental program.

**"The Jazz Network"**  
**Mount Wilson Broadcasters**  
Producer: Jeff Gehringer

Host: Bill Stevens  
Length: 4 Hours  
Terms: Barter  
Programs/week: 7  
Number of runs: 1  
Delivery via: Satellite  
America's Jazz superstation KKGO launches a daily all-Jazz network. Using 28 years in Jazz programming experience, the Jazz Network features contemporary Jazz, etc.

**Producers of Exceptional  
Radio Programs**

*Kris Stevens*  
ENTERPRISES, INC.

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**Thanks CBS RadioRadio  
MCA Radio Network**

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# AMERICA'S STORY-TELLER

**"IT'S FABULOUS!** Those words describe my reaction after hearing the first episodes of **JOHNNY CASH'S AMERICAN FOLKLORE.**

—*Don Elz, Vice-President Opers.  
KXOK-Lite, St. Louis, MO*

"After 48 years in the entertainment business...I do not send many fan letters but your program, **JOHNNY CASH'S AMERICAN FOLKLORE** has caused me to take pen in hand... The program is a compliment to your talents and your career. I appreciate the opportunity to carry it on my stations."

—*Bennett Strange, President  
Heart of Dixie Broadcasting*

"This is just the thing we need to add a little zip to our morning show. The show is well done, informative and interesting."

—*Johnny Johnson, Prog. Dir.  
KRTZ-FM, Cortez, CO*

After extensive program research by many of the foremost folklorists in Great Britain, New England and Canada; and after extensive test-marketing and product development and refinement, **JOHNNY CASH'S AMERICAN FOLKLORE** is now ready for national U.S. distribution on a Barter Basis to News/Talk, MOR, E-Z Listening and Country format radio stations with custom lead-ins for each format.

Johnny Cash explains the origins of slang and folksayings like *Bite The Bullet, Cross The Line, Talking Thru Your Hat* and many, many others... He tells how terms like *Walking Down The Primrose Path, Dixie, The Tar Heels of South Carolina* and *The Pride of Texas* came into our vernacular. He relates the legends of *Annie Christmas, The Unsinkable Molly Brown, Diamond Jim Brady* and a host of other colorful characters... He explains how customs, like *Kissing Under The Mistletoe* came to be.

□ Johnny Cash tells it all in a laid-back storytelling manner.

□ 520 new episodes are now available on a barter basis.

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St. Louis, Missouri 63108  
Tel.: (314) 863-1600  
G. Feldman, Affiliate Relations

Distributed in Canada by  
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*Johnny Cash*  
AMERICAN FOLKLORE



# CD Production Libraries Offer Permanent Perfection

**P**ermanent perfect sound and easy track access are the two main benefits CD production music and sound effects libraries offer.

According to Century 21 President Dave Scott, "Our vinyl production library stopped dead in its tracks as soon as we put out the CD library." He said probably only fringe formats would continue to use vinyl for production purposes, since the high cost of CD mastering would not make CD libraries for those formats as affordable as those for mass-appeal formats such as CHR, which have a larger station base.

Firstcom Exec. VP Cecelia Garr said, "We were the first company that offered CD libraries, in 1985, and we see a big future for the service; I don't think there will ever be a library that really makes it again that isn't on compact disc, because of the speed with which you can access the cuts." Firstcom offers a production music library on LP and CD (20 discs) and a sound effects library on CD only (11 discs). "Our production music library sales are probably 98 percent CD," she said. "Very, very few stations have any interest in vinyl. If they do, it's as a backup or for a short period of time until their budget allows them to buy CD players." She also pointed out that the price difference between the configurations is "minimal."

Techsonics Exec. Producer Steve Pappas said his company offers a tape sound effects library on four 10-and-a-half inch reels which he expects to offer on CD within six months, at which time customers who have bought the library will receive the CD version (expected to fit on two discs). "The production flexibility of CDs definitely has advantages," he said. "Production time should be cut down considerably." He does not plan an extra charge for providing his tape-buying customers with the CDs, although he said this decision will depend on his transfer costs.

TM Communications VP/Library-Concept Division Dave Tyler does not anticipate releasing a CD version of the company's LP library because of its nature as a

**"Our production music library sales are probably 98 percent CD."**

—Cecelia Garr

sales tool. "Radio stations would only lift a cut off the vinyl maybe once or twice — therefore, going to CD wouldn't make much sense," he said. "In a selling situation

where you're selling lyrical cuts like musical images, once you take the product to a prospective client and put him on the air that cut is gone; it's dead. A station would utilize these in attracting clients; it's not what we think of as full production, where you sell a client and then come in and try to find a track that would fit that client to set mood and copy. We do just the opposite, offering a creative idea to take to a client to sell a schedule."

JAM Creative Productions President Jonathan Wolfert said his company does not yet offer a CD library but does want to offer one in the future. "CDs get around a lot of the clunky problems of using albums, which scratch and skip and do all that other stuff," he commented.

## THE GIANT BOOM BOX™

This 20 foot long, 15 foot high boom box is constructed of the finest quality molded Fiberglas® and will operate in any weather, indoors or out. Has air conditioned, enclosed studio space. No set-up and tear-down time . . . simply pull it up and plug it in!



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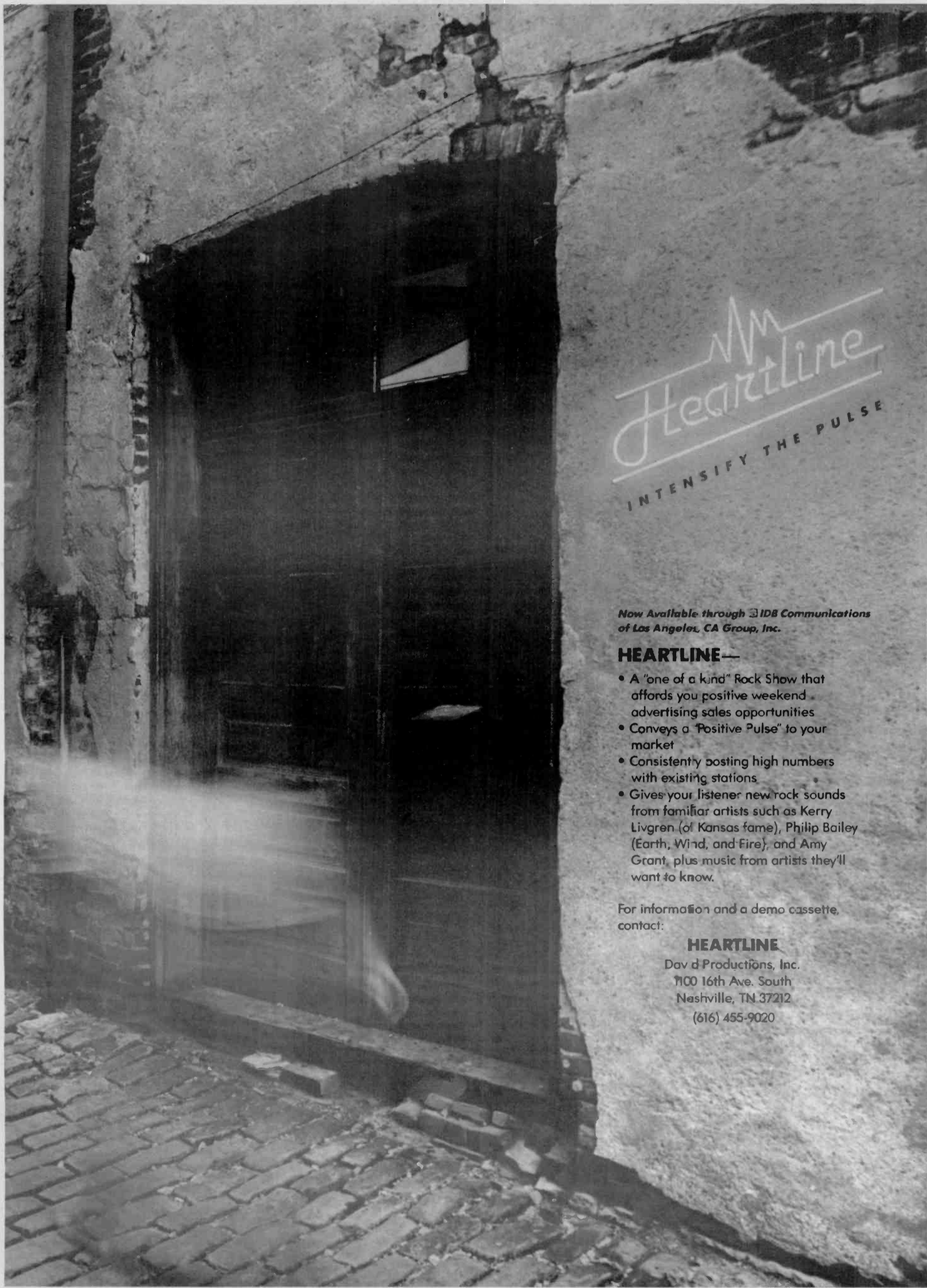
"When we see something hot, we go for it! So far, we've bought them for Y95/Dallas (KHYI) and Power95/Jacksonville (WAPE). It's better looking than the inflatables, and creates a powerful image for our stations. Best of all, we can make a lot of money with them!"



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## HEARTLINE—

- A "one of a kind" Rock Show that affords you positive weekend advertising sales opportunities
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 (616) 455-9020





## CURRENT LISTINGS

# The R&R Programming Guide

The following listings were compiled from information provided to R&R by networks and program suppliers. All suppliers were invited to contribute, and every program listing received has been used. Some listings do not include specifics where such items were not furnished by the supplier.

A directory of networks' and programs suppliers' phone numbers is provided on Page 54.



*Afterglow*  
THE LUXURY SOUND IN SACRED MUSIC

## "Afterglow"

**Afterglow Productions**  
Producer: Don Johnson  
Host: Don Johnson  
Length: Half hour  
Terms: Free  
Programs/week: 1  
Delivery via: Tape  
Program began airing: 01/01/77  
Affiliates: 70

*Luxury sacred music blending the best in traditional and contemporary selections with interesting vignettes about songs and history presented by Don Johnson.*

## "Classic Cuts"

**MJI**  
Host: Dave Herman  
Length: One hour  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc  
Program began airing: 12/29/86  
Affiliates:

*The biggest names in rock talk about the inspiration behind the songs of the sixties and seventies which made them famous.*

## "Classical"

**Alternative Programming Inc.**  
Producer: James Heitman  
Length: One hour  
Terms: Cash  
Producer: 1  
Number of runs: 1  
Delivery via: Tape  
Program began airing: 08/01/85  
Affiliates: 8

*Traditional library that can be used as an hourly show.*



Collector's Item

## "Collector's Item"

**WFMT Fine Arts Network**  
Producer: Don Tait  
Host: Don Tait  
Length: One hour  
Terms: Cash  
Programs/week: 1  
Number of runs: 1  
Delivery via: Tape  
Program began airing: 1/1/72  
Affiliates:

*Historic recordings by legendary conductors and instrumentalists who once dominated the classical music world, carefully chosen from Tait's collection.*

## "Country Close-Up"

**ProMedia**  
Host: Lon Helton  
Length: One hour  
Terms: Barter  
Programs/week: 1  
Delivery via: Tape  
Program began airing: 1982  
Affiliates: 125

*A top-rated music/interview show featuring Country's biggest names and upcoming stars.*

## "Country Music Top Ten"

**James Paul Brown Entertainment**  
"Country Today"

**MJI**  
Host: Dan Taylor  
Length: One hour  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc

*"Country Music's Entertainment Weekly," with feature interviews that reflect the current state of Country Music with a variety of today's biggest stars.*

## THE ELVIS HOUR

### "Elvis Hour"

**Creative Radio Network**  
Producer: Tom Holdridge  
Host: Larry McKay  
Length: One hour  
Terms: Cash  
Programs/week: 1  
Number of runs: 2  
Delivery via: Disc  
Program began airing: 6/1/86  
Affiliates: 157

*Weekly look into the music of Elvis Presley. Includes news, interviews, live performances and hit recordings.*

### "Encore"

**Westwood One/Mutual**  
Producer: Westwood One/  
Marcia Hrichinson  
Host: Jim Lange  
Length: Two hours  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc/Satellite  
Program began airing: 1/85  
Affiliates: 250

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

## FIRST 50 YEARS

### "First Fifty Years"

**WFMT Fine Arts Network**  
Producer: Marty Robinson  
Host: Marty Robinson  
Length: One hour  
Terms: Cash  
Programs/week: 1  
Number of runs: 1  
Delivery via: Tape  
Program began airing: 1/1/69  
Affiliates:

*Musical biographies of great singers from the first fifty years of this century (& the recording industry) with rare vintage recordings and anecdotes.*

### "First Hearing"

**WFMT Fine Arts Network**  
Producer: WQXR/New York  
Host: Lloyd Moss  
Length: One hour  
Terms: Cash  
Programs/week: 1

Number of runs: 1  
Program began airing: 1/8/86  
Affiliates: 46

*Listeners become "armchair critics" as they join a panel of four musical experts who listen to new classical recordings and evaluate them.*

## Folkstage

### "Folkstage"

**WFMT Fine Arts Network**  
Producer: Rich Warren  
Host: Rich Warren  
Length: Half hour  
Terms: Cash  
Programs/week: 1  
Number of runs: 1  
Delivery via: 1/1/85

*Uninterrupted performances by outstanding traditional singers, songwriters, and popular folk groups at clubs & halls from Chicago to Britain.*

## FUTURE HITS

### "Future Hits"

**Westwood One/Mutual**  
Producer: Westwood One/  
Nancy Conover  
Host: Joel Denver  
Length: One hour  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc/satellite  
Program began airing: 7/84  
Affiliates: 300

*A weekly look at the most added singles on America's Contemporary Hit Radio stations, plus special features.*

## Great Performers

### "Great Performers"

**American Media**  
Host: Mike Roberts  
Length: One hour  
Terms: Barter  
Programs/week: 1  
Number of runs: 2  
Program began airing: 6/1/86  
Affiliates: 85

*Great Performers is designed to uplift the individual spirit as it captivates audiences with interviews, stories, and music from classical American artists.*

### "History Of The Big Bands"

**Radio Arts, Inc.**  
Host: Ray Anthony  
Length: One hour  
Terms: Cash  
Programs/week: 1  
Number of runs: 2  
Delivery via: Tape  
Affiliates: 16

*A 52-hour comprehensive history of the big band era, featuring interviews and music of the great stars of this period.*

## Horizontes

### "Horizontones"

**SBC Radio & Television Commission**  
Producer: John Oliver  
Host: Mariano Garcia  
Length: Half hour  
Terms: Free  
Programs/week: 1  
Number of runs: 2  
Delivery via: Disc/tape  
Program began airing: 10/1/81  
Affiliates: 130

*Spanish music and vignettes.*



### "Legends Of Rock"

**NBC**  
Producer: Denny Somach  
Host: Ray White  
Length: One hour  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Disc  
Program began airing: 4/15/85  
Affiliates: 135

*Artist profiles with words and music of only the biggest names in rock and roll.*

### "Lincoln's Music In America"

**Concert Music Network & WFMT Fine Arts Network**  
Producer: Evans Mirageas, Jim Unrath  
Host: Jim Unrath  
Length: One hour  
Terms: Barter/Free  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite/Tape  
Program began airing: 11/1/82  
Affiliates: 120

*Award winning documentary previewing the most important musical events to be presented the following week throughout the country from small towns to large cities.*

### "Line One"

**Westwood One/Mutual**  
Producer: Westwood One/  
Mary Pat Carney  
Host: Scott Muni  
Length: One hour  
Terms: Barter  
Programs/week: 1  
Delivery via: Tape/satellite  
Program began airing: 10/85  
Affiliates: 75

*Weekly music and interview show enabling rock fans to ask questions of their favorite superstar performers.*

Continued on Page 38

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## Turning Weekends Into Prime Time

**A WEEKEND PROGRAM TO BE TALKED ABOUT ALL WEEK LONG.**

In Adult Contemporary programming many stations' commercial loads drop off dramatically on weekends. Jazz Trax is, cut by cut, honed to perfection with a proven track record, and features only contemporary jazz with a touch of New Age and concise artist interviews.

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in San Diego

**#1** MF 25-34 (KLZI FM 100)  
Sun. Mornings 7-11 am  
in Phoenix

afford to have listeners skip to another station on weekends.

Who knows if they'll still be with you Monday morning?

**Listen for Art's conversations with his June guests:**

6/7 Lee Ritenour

6/14 Marc Russo of the Yellowjackets

6/21 Larry Carlton

6/28 Grover Washington, Jr.

For your Jazz Trax portfolio and demo tape call Waterfront Promotions toll free:

**800-262-4386** in California—**800-445-4386** outside CA



**Join us for the First Annual Catalina Jazz Trax Festival. It's coming this October 2nd, 3rd & 4th on Catalina Island.**

Spend the weekend in the tradition of Montreux and Monterey, on an island 26 miles across the sea from Los Angeles. Soak up three days of totally contemporary jazz, exclusively from Jazz Trax. Listen to Jazz Trax for details as the Festival unfolds.



Continued from Page 36

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

Producer: Westwood One/Jim Duncan

Host: Jim Duncan

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Disc/satellite

Program began airing: 1/83

Affiliates: 375

*Presents Country music's hottest talents as recorded live at the famed Texas nightclub.***"Metalshop"****MJI**

Host: Charlie Kendall

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Disc

*Billed as "The only show with teeth" (and the only national program devoted to metal). "Metalshop"'s features make it an aural hard rock magazine.***"Scott Muni's Ticket To Ride"****DIR**

Producer: Denny Somach Productions

Host: Scott Muni

Length: One hour

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc

Program began airing: 2/7/85

Affiliates: 158

*A weekly tribute to the Beatles.*with  
**MARY TURNER****"Off The Record With Mary Turner"****Westwood One/Mutual**

Producer: Westwood One/

Marica Hrichinson

Host: Mary Turner

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Disc/satellite

Program began airing: 8/80

Affiliates: 250

*Top-rated music and interview program spotlighting the superstars of rock 'n' roll.***"On Bleecker Street"****Continuum Radio Network**

Host: Don Fass &amp; Deanna Baron

Length: One hour

Terms: Cash/barter

Programs/week: 1

Number of runs: 2

Delivery via: Satellite/tape

Program began airing: 9/7/82

Affiliates: 95

*Unique '60s personality music and interview show with in-depth interviews and guest star co-hosts.***"On Broadway"****Winton Communications**

Producer: Ed Winton

Host: Ed Winton

Length: One hour

Terms: Cash

Programs/week: 1

Number of runs: 2

Delivery via: Tape

*Broadway show stoppers, just enough talk to set the scene, and the great music of Broadway as performed by the original stars.***"On The Radio"****On The Radio Broadcasting**

Producer: Jeffrey Leve

Host: Ron O'Brian

Length: One hour

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc

Program began airing: 2/2/85

Affiliates: 314

*Fast paced music magazine with music news, CHR top five, and interviews.***"On-Track"****SBC Radio & Television Commission**

Producer: Jack Norris

Host: Ross Tucker

Length: Half hour

Terms: Free

Programs/week: 1

Number of runs: 2

Delivery via: Disc/tape

Program began airing: 10/1/81

Affiliates: 590

*Contemporary Christian music, including interviews and religious vignettes.***"Out Of The Box"****Satellite Music Network**

Producer: Satellite Music Network

Z-Rock

Host: Madd Maxx Hammer

Length: One hour

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite

Program began airing: 11/14/86

Affiliates: 3

*A hard rock showcase of the fresh new music released by the major and independent record label companies, imported and domestic.***"Pop Concert Series"****Westwood One/Mutual**

Producer: Westwood One/

Lynnsey Guerrero

Host: Phil Hendrie

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Disc/satellite

Program began airing: 1/82

Affiliates: 200

*Pop Music's hottest performers presented live in concert.***"Portraits In Sound"****Thom Reinstein Productions**

Producer: Thom Reinstein

Host: Thom Reinstein

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Tape

Program began airing: 1/1/86

Affiliates: 35

*Hour of fine modern instrumental/new age music and an exclusive artist interview which is always under 90 seconds.***"Radioscope: Entertainment"****Bailey Communications**

Producer: Lee Bailey

Host: Lee Bailey

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Tape

Program began airing: 5/83

Affiliates: 92

*Entertainment and news issues that affect and interest Urban Contemporary audiences. Demos 18-34.***"Reggae Beat International"****Entertainment Radio Inc.**

Producer: Hank Holmes, Roger

Steffens

Host: Hank Holmes, Roger Steffens

Length: One hour

Terms: Barter

Programs/week: 1

Number of runs: 2

Delivery via: Tape

Program began airing: 2/84

Affiliates: 135

*The only syndicated reggae music program in the world, featuring the best of new and old.***"Rock Chronicles"****Westwood One/Mutual**

Producer: Westwood One/

Karen Shearer

Host: Dave Herman, Steve Downes,

Roger Scott

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Disc/satellite

Program began airing: 1983

Affiliates: 150

*In-depth look at the trends, personalities, and events of rock 'n' roll, with special interviews and features.***"Rock Of The World"****MCA**

Producer: Teleprograms Inc.

Host: Richard Blade

Length: One hour

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Disc

Program began airing: 1/1/86

Affiliates: 175

*Weekly rock magazine featuring artist profiles, topical stories, and a look at the international charts.***"Rock Over London"****Radio International**

Producer: Paul Sexton/Steven

Saltzman

Host: Graham Dene

Length: One hour

Terms: Barter

Programs/week: 1

Number of runs: 2


Delivery via: Disc

Program began airing: 4/83

Affiliates: 230

*A showcase for British rock, premiering new emerging artists and established artist releases, with interviews, news, gossip, and the UK top five rock countdown.*

**SURVEY RESPONSE #5:**



**What Shows Does Your Station Carry? — CHR**

1. Rick Dees' Weekly Top 40 (DIR)
2. American Top 40 (ABC)
3. Future Hits (Westwood One/Mutual)
4. On The Radio (NSBA)
5. Scott Shannon's Rockin' America (Westwood One/Mutual)

Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.

**"Rock Today!"****MJI**

Producer:

Host: Dennis Elsas/Kathy Millar

Length: One hour

Terms: Barter

Programs/week: 1

Delivery via: Disc/satellite

*America's rock news network. Up to the minute coverage of the biggest events in rock, delivered via satellite, with top artist interviews.***"Rockweek"****Continuum Radio Network**

Host: Don Fass

Length: 30 Minutes

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite/Tape

Program began airing: 2/10/82

Affiliates: 65

*A high-energy music magazine show with news, on-scene reports, interviews, and retrospectives.***"Sinatra Special Of The Week"****Creative Radio Network**

Producer: Pete Kline

Host: Pete Smith

Length: One hour

Terms: Cash

Programs/week: 1

Number of runs: 2

Delivery via: Tape

Program began airing: 4/1/85

Affiliates: 75

*A weekly music hour with the chairman of the board. Over 500 different recordings during the 52 week series.***"Sounds Of The Big Bands" Winton Communications**

Producer: Bill Dutcher

Host: Bill Dutcher

Length: One hour

Terms: Cash

Programs/week: 1

Delivery via: Tape

*Big Band show with a specific theme each week.***"Special Edition"****Westwood One/Mutual**

Producer: Westwood One/

Karen Shearer

Host: Sid McCoy

Length: One hour

Programs/week: 1

Delivery via: Disc/satellite

Program began airing: 1/80

Affiliates: 75

*Music and interview program spotlighting the superstars of R&B and Urban Contemporary Music.***"Spotlight"****Winton Communications Group**

Producer: Bill Dutcher

Host: Bill Dutcher

Length: One hour

Terms: Cash

Programs/week: 1

Number of runs: 2

Delivery via: Tape

*This show "spotlights" great stars and performers. Very often, rare concert and nightclub performances are featured.*

## WEEKLY MUSIC SHOWS (One hour or less)

## Current Shows '87

**"Star Beat"****MJI**

Host: Bob Slade  
 Length: One hour  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc  
*Urban radio's music and news magazine. Up to the minute reporting on today's entertainment scene and interviews with today's hottest R&B artists.*

**"Star Trak Profiles"****Westwood One/Mutual**

Producer: Westwood One/  
 Bert Kleinman  
 Host: Phil Hendrie  
 Length: One hour  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc/satellite  
 Program began airing: 11/81  
 Affiliates: 200  
*Music and interview profile of today's biggest pop music performers.*

**"Streams In The Desert"****SBC Radio & Television Commission**

Producer: B.R. Johnson  
 Host: Jon Rivers  
 Length: Half hour  
 Terms: Free  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc/tape  
 Program began airing: 10/1/75  
 Affiliates: 356  
*Light, mellow easy listening.*

**"Streetbeat"****MCA**

Producer: Teleprograms Inc.  
 Host: Steve Woods  
 Length: One hour  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc  
 Program began airing: 1/1/85  
 Affiliates: 100  
*Music and exclusive interviews with the biggest urban artists in magazine style.*

**"Vocal Scene"****WFMT Fine Arts Network**

Producer: WQXR/New York  
 Host: George Jellinek  
 Length: One hour  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 1  
 Program began airing: 9/1/86  
 Affiliates: 49  
*Ohio state award winning presentation of the great vocalists of this century, famed operatic composers, interesting vocal styles, and rare recordings.*

# WHAT'Z NU PRODUCTIONS

**"What'z Nu Dance Party"****Ken Webb Communications**

Producer: Felicia Webb  
 Host: Early Foster  
 Length: One hour  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Tape  
 Program began airing: 12/24/85  
*One hour of the hottest dance nu muzik, featuring yesterday's classics and today's best. The shows are expertly put together to keep your listeners moving.*

**"What's Nu: Today's Best Progressive"****Ken Webb Communications**

Producer: Felicia Webb  
 Host: Early Foster  
 Length: One hour  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Tape  
 Program began airing: 2/20/85  
*One hour of the best collections of the very latest nu muzik, exclusive interviews and album features.*

**"Your Hit Parade"****Radio Arts, Inc.**

Host: Andre Baruch, Bea Wain  
 Length: One hour  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Tape  
 Affiliates: 36  
*A recreation of the original "Your Hit Parade" shows, counting down the top ten hits of a given week, 1938 to 1956.*

**"American Country Countdown"****ABC**

Producer: ABC/Watermark  
 Host: Bob Kingsley  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 1

Number of runs: 2

Delivery via: Disc/satellite  
 Program began airing: 7/73  
 Affiliates: 800

*Longest running country countdown with music from Billboard, plus stories behind the songs and the personalities who make the hits.*

**"American Top 40"****ABC**

Producer: ABC/Watermark  
 Host: Casey Kasem  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc/satellite  
 Program began airing: 7/73  
 Affiliates: 1100

*Longest running Top 40 countdown with hits according to Billboard. In-depth reports on concert music events and the personalities who make the hits.*

**CHICAGO SYMPHONY****ORCHESTRA****"Amoco/Chicago Symphony Orchestra Concert"****WFMT/Fine Arts**

Producer: Norman Pellegrini  
 Host: Norman Pellegrini  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Tape/Satellite  
 Program began airing: 10/1/77  
 Affiliates: 442

*Full length concerts under the baton of Sir George Solti and guest conductors from Chicago's Orchestra Hall.*

**"Big Band's Saturday Night"****Kalamusic**

Producer: Jon Holiday  
 Terms: Cash  
 Delivery via: Tape/Cassette  
 Program began airing: 2/1/85  
 Affiliates: 30

*The big bands and classic vocalists and their greatest hits reproduced in stereo available as a weekly special or a fulltime format.*

**"Canadian Opera Company"****WFMT Fine Arts Network**

Producer: CBC & Canadian Opera Company  
 Host: Terry Campbell  
 Length: 3 Hours  
 Terms: Free  
 Programs/week: 1  
 Number of runs: 1

Delivery via: Satellite/tape

Program began airing: 10/1/85  
 Affiliates: 180

*The leading opera company in Canada is represented by its best productions in a series originating at Toronto's O'Keefe Center.*

**"Chicago's Music Of The Baroque In Concert"****WFMT Fine Arts**

Producer: Kerry Frumkin  
 Host: Thomas Wikman, Kerry Frumkin  
 Length: 2 Hours  
 Terms: Free or barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite/Tape  
 Program began airing: 10/1/86  
 Affiliates: 78

*From acoustically outstanding churches and auditoriums in the Chicago area, highly acclaimed performances of masses, oratorios, cantatas, and chamber music.*

**"Christian Countdown America"****Christian Countdown America**

Producer: Jim Channell  
 Host: Jim Channell  
 Length: 2 Hours  
 Terms: Cash  
 Programs/week: 1  
 Delivery via: Tape  
 Program began airing: 7/4/85  
 Affiliates: 76

*An Adult Contemporary weekly countdown of the top-20 Christian hits/artist interviews.*

**"Cigna/Philadelphia Orchestra"****WFMT/Fine Arts**

Producer: Sharon Eisenhour  
 Host: Jim Unrath  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite/Tape  
 Program began airing: 10/1/85  
 Affiliates: 322

*From the academy of music in Saratoga, complete concerts under music director Riccardo Muti with guest conductors and soloist.*

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

Producer: Ed Salamon  
 Host: Dick Clark  
 Length: 4 Hours

Terms: Barter

Programs/week: 1

Delivery via: Disc/satellite

Program began airing: 2/82

Affiliates: 200

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

**"Coast to Coast Top 20"****American Media**

Host: Doug Steele  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc  
 Program began airing: 10/27/86  
 Affiliates: 110

*"C2CTT" features the top 20 Black Contemporary Hit records with fascinating behind-the-scenes stories and interviews about the artists, songs, and legends.*

**"The Countdown"****Westwood One/Mutual**

Producer: Westwood One/  
 Robert Young  
 Host: Walt Love  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Tape/satellite  
 Program began airing: 8/83  
 Affiliates: 100

*A countdown of the week's top 25 Urban Contemporary hits.*

**"Countdown America! Starring Dick Clark"****United Stations**

Producer: Ed Salamon  
 Host: Dick Clark  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Disc/satellite  
 Program began airing: 4/85  
 Affiliates: 210

*Top 30 Adult Contemporary Countdown as determined by Radio & Records.*

**"Countdown USA"****Countdown USA**

Host: Dave Sholin  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc  
 Program began airing: 1/86  
 Affiliates: 150

*40 CHR hits played in a fast paced program can be customized to the station's identity. Also, four mini interview profiles on one charted artist.*

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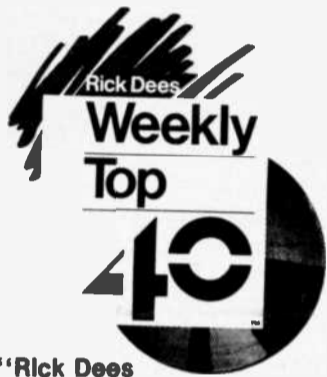


Continued from Page 39

**Country Report  
countdown****"Country Report  
Countdown"****Weekend Radio**

Producer: Ron Martin  
Host: R. Martin/D. Conner/H. Cherr  
Length: 4 Hours  
Terms: Cash/Barter  
Programs/week: 1  
Delivery via: Tape  
Program began airing: 3/80  
Affiliates: 60

Four hours of great programming, fast paced and designed to appeal to today's Country music listener.

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

Producer: Paul Joseph/Wally Clark  
Host: Rick Dees  
Length: 4 Hours  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc  
Program began airing: 9/1/84  
Affiliates: 350

The fastest growing show in America with more than 350 stations on-line. The show combines a countdown of the hits, humor, and interviews.

**"Dr. Demento Show"  
Westwood One/Mutual**

Producer: Westwood One/  
Robert Young  
Host: Dr. Demento  
Length: 2 Hours  
Programs/week: 1  
Delivery via: Disc/satellite  
Presents the most bizarre, eclectic and demented music ever committed to vinyl. With special features.

**"Art Good's Jazz Trax"  
Waterfront Promotions**

Producer: Art Good  
Host: Art Good  
Length: 2-5 Hours  
Terms: Barter  
Number of runs: 1  
Delivery via: Tape  
Program began airing: 8/30/85  
Affiliates: 25  
Spotlight on contemporary jazz with a guest musician featured in capsulized conversation.

**"Gospel America"****Sheridan**

Producer: Nate Hollis  
Host: Nate Hollis  
Length: 9 Hours  
Terms: Barter  
Programs/week: 1

Number of runs: 1  
Delivery via: Satellite  
Program began airing: 2/1/86  
Affiliates: 32

Traditional and Contemporary Gospel interviews and music features designed to break away at any point and proceed with your local programming.

**"The Great Sounds"****United Stations**

Producer: Ed Salamon  
Host: Ray Otis  
Length: 4 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Disc/satellite  
Program began airing: 1/83  
Affiliates: 100

MOR/Nostalgia/Big Band music and interviews with the artists; each program includes a Frank Sinatra salute segment.

**"Great Star Ship"****MCA Radio**

Producer: Teleprograms, Inc.  
Host: Byron Paul/Anita Garner  
Length: 2 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Disc  
Program began airing: 3/1/86  
Affiliates: 170

AC music magazine features include music/entertainment news, birthday calendar, artist profiles, trivia, lifestyles, video, and more.

**"Highlights"****Bullet Productions**

Producer: Larry Harris/  
Bullet Productions  
Host: J.J. Johnson  
Length: 3 Hours  
Programs/week: 1  
Number of runs: 1  
Delivery via: Disc  
Program began airing: 8/2/86  
Affiliates: 65

A 3-hour lifestyle/countdown show with a B.B. King Blues feature and Kareem Abdul-Jabbar "On Jazz."

**"Hot Rocks"****United Stations**

Producer: Ed Salamon  
Host: Chuck Crane  
Length: 90 Minutes  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc/satellite  
Program began airing: 4/86  
Affiliates: 50

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

**"Hot Wax Weekend"****Satellite Music Network**

Length: 40 Hours  
Terms: Cash/Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite

Program began airing: 4/11/86  
Affiliates: 59

Theme weekend specials highlighting selected music eras, holidays, and music artists from the '50s, '60s, and the best of the '70s.

**"International Festival"****WFMT Fine Arts**

Producer: Norman Pellegrini  
Host: Steve Reeder  
Length: 2 Hours  
Terms: Free  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite  
Program began airing: 1/1/85  
Affiliates: 65

Superb concerts and recitals from Salzburg, Vienna, and other major festivals and concert halls of Europe, including the Berlin and Vienna Philharmonic Orchestra.

**"Jazz"****Alternative Programming**

Producer: James Heitman  
Host: MacLean Dalton  
Length: 2.5 Hours  
Terms: Cash  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Tape  
Program began airing: 8/1/85  
Affiliates: 26

Contemporary Jazz show with host that features current chart material and past ten years.

**"Jazz From The City"****Ken Webb Communications**

Producer: Ken Webb, Felicia Renee  
Host: Ken Webb  
Length: 2 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 2  
Delivery via: Tape  
Program began airing: 7/12/85

**"Jazz Show  
With David Sanborn"  
NBC**

Producer: Andy Denmark  
Host: David Sanborn  
Length: 2 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 2  
Delivery via: Satellite  
Program began airing: 1/5/86  
Affiliates: 135

Best in Contemporary Jazz including interview segments with leading artists.

**"John Lander's  
Hit Music USA"****United Stations**

Producer: John Lander  
Host: John Lander  
Length: 4 Hours  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc/satellite  
Program began airing: 1/86  
Affiliates: 110

Hit music and comedy characters;

special guest artists and listener participation with toll-free phone line.

**"Kaleidophonic Jazz"  
Syndicom**

Producer: Alan Olmstead  
Host: Alan Olmstead  
Length: 3 Hours  
Terms: Cash  
Programs/week: 1  
Number of runs: 2  
Delivery via: Tape  
Program began airing: 9/80  
Affiliates: 4

A Jazz diversity special feature designed for a Sunday morning slot. Targets upscale demos and sells Sunday inventory.

**"L'Orchestra Symphonique"****WFMT Fine Arts**

Producer: CBC Entertainment &  
WFMT/Chicago  
Host: Henry Bergeron  
Length: 2 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite/tape  
Program began airing: 7/1/85  
Affiliates: 181

These brilliant concerts are recorded at Montreal's Place Des Arts with one of the world's top conductors, Charles Dutoit.

**"Let The Good Times Roll"  
Global Satellite/ABC**

Producer: Global Satellite Network  
Host: Al Peterson  
Length: 3 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite/tape

Captures the fun, music, and memories of the first 20 years of Rock & Roll from its birth in 1955. Artist profiles, trivia, and calendar events.

**"Milwaukee Symphony  
Orchestra"****WFMT Fine Arts**

Producer: Evans Mirageas  
Length: 2 Hours  
Terms: Barter  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite/tape  
Program began airing: 7/1/79  
Affiliates: 257

Called "brilliantly exciting" by the NY Post, this young and exciting orchestra conducted by Zdenek Macal is heard in concert from Uihlein Hall.

**"Motor City Beat"****United Stations**

Producer: Ed Salamon  
Host: Bill Rock  
Length: 3 Hours  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc/satellite  
Program began airing: 10/86  
Affiliates: 50

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

**"Musical"****Westwood One/Mutual**

Producer: Ron Cutler Productions  
Host: Chuck Southcott  
Length: 2 Hours  
Terms: Barter  
Programs/week: 1  
Delivery via: Disc/satellite  
Program began airing: 10/84  
Affiliates: 150

Celebrates classic Broadway and Hollywood musicals with spotlights on the tunes and performances who made them great.

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**"Musical Starstreams"**  
**Frank Forest Productions**  
 Producer: Frank Forest  
 Host: Frank Forest  
 Length: 2 Hours  
 Terms: Barter/cash  
 Programs/week: 1  
 Delivery via: Tape  
 Affiliates: 40

Weekly two-hour syndicated program of new age/spacemusic. Targeted to adults aged 25-49.

**"National Music Survey"**  
**Westwood One/Mutual**  
 Producer: Westwood One/  
 Brian Griffith  
 Host: Charlie Tuna  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc/satellite  
 Program began airing: 6/81  
 Affiliates: 300

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

**"Night Flight"**  
**Sheridan Broadcasting**  
 Producer: Chuck Woodson  
 Host: Lee Woodrife  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 6/1/83  
 Affiliates: 35

Three hours of smooth, adult-oriented Urban sound, featuring a mix of Oldies, ballads, and Jazz fusion. Sunday's 9pm-midnight, Eastern.



**"Nuveen/Lyric Opera of Chicago"**  
**WFMT Fine Arts**  
 Producer: Lois Baum/Evans Mirageas  
 Host: Norman Pellegrini  
 Length: 3 Hours  
 Terms: Barter/free  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite/tape  
 Program began airing: 4/25/79  
 Affiliates: 297

One of the world's greatest opera companies in a variety of full length operas featuring the greatest stars of the opera stage in magnificent performances.

**"On A Country Road"**  
**Westwood One/Mutual**  
 Producer: Scott Payton  
 Host: Lee Arnold  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc/satellite  
 Program began airing: 1/83  
 Affiliates: 375

Three-hour jamboree of Country music's finest talents with news, interviews, and the week's hottest Country hits.



**"Gary Owens Supertracks"**  
**Creative Radio**  
 Producer: Tom Holdridge  
 Host: Gary Owens  
 Length: 3 hours  
 Terms: Cash/barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc  
 Program began airing: 1/1/85  
 Affiliates: 315

Host brings fond memory joggers of '60s and '70s hits, plus comedy, nostalgia and his unique blend of music and humor.

**"Party America"**  
**ABC**  
 Producer: Cutler Productions Inc.  
 Host: "Fast" Jimi Roberts  
 Length: 2 hours  
 Terms: Barter  
 Number of runs: 2  
 Delivery via: Disc/satellite  
 Program began airing: 7/86  
 Affiliates: 63

Non-stop party music consisting of dance hits, interviews, and excitement.

**"Plain Rap Countdown"**  
**Premiere Radio**  
 Host: Local station personality  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Tape  
 Program began airing: 10/85  
 Affiliates: 250

Locally hosted, nationally distributed countdown program. Currently airing Friday afternoon on KIIS-FM/Los Angeles, WKQX/Chicago, and over 200 other stations.



**"Power Cuts"**  
**Global Satellite/ABC**  
 Producer: Felsot/Tollin/Nast  
 Host: Geno Mitchellini  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 3/11/84  
 Affiliates: 96

America's rock music survey. Each week's hottest rock songs, interviews, plus latest rock news and gossip. Giveaways, promotions, trips to Rock & Roll events.



**"Reelin' In The Years"**  
**Global Satellite/ABC**  
 Producer: Cindy Tollin  
 Host: George Taylor Morris  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Satellite  
 Program began airing: 4/5/86  
 Affiliates: 160

Weekly three-hour slice of the '60s generation with an '80s focus. Timeless classics with an AOR base Stars, stories, trivia, giveaways, and fun!



**"Rock Watch: A Countdown"**  
**United Stations**  
 Producer: Oedipus  
 Host: Oedipus  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc/satellite  
 Program began airing: 10/86  
 Affiliates: 50

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



**"Rockin' America Countdown"**  
**Westwood One/Mutual**  
 Producer: Westwood One/  
 Susanela Rogers  
 Host: Scott Shannon  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc/satellite  
 Program began airing: 10/84  
 Affiliates: 300

A weekly countdown of America's top 30 Contemporary Hits plus special features.



**"Rockline"**  
**Global Satellite/ABC**  
 Producer: Cindy Tollin  
 Host: Bob Coburn  
 Length: 90 Minutes  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 5/4/81  
 Affiliates: 165

The original live show that allows listeners in the US and Canada to interview the biggest stars in Rock & Roll via the toll free "Rocklinez."



**"San Francisco Symphony Orchestra"**  
**WFMT Fine Arts**  
 Length: 2 Hours  
 Terms: Free  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite/tape

Program began airing: 1/1/82  
 Affiliates: 181

Under its new and highly acclaimed music director, Herbert Blomstedt, this series of concert performances originates from the Louise M. Davies Symphony Hall.



**"Saturday Night Dance Party"**  
**Satellite Music**  
 Producer: Satellite Music Network  
 Host: Dave Rafferty  
 Length: 6 Hours  
 Terms: Cash/Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 6/4/84  
 Affiliates: 121

An enjoyable blend of tunes to dance to and entertaining anecdotes from the Big Band Era of Glenn Miller, Tommy Dorsey, Frank Sinatra, and others.



**"Solid Gold Saturday Night"**  
**United Stations**  
 Producer: DB Productions  
 Host: Dick Bartley  
 Length: 5 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 4/85  
 Affiliates: 360

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



**"Super Gold"**  
**Transtar**  
 Host: Mike Harvey  
 Length: 5 Hours  
 Terms: Barter  
 Programs/week: 2  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 8/1/82  
 Affiliates: 300

Live coast to coast Oldies party with toll free request/dedication lines.

**"Superstar Concert Series"**  
**Westwood One/Mutual**  
 Producer: Westwood One/  
 Lynnsey Guerrero  
 Host: Charlie Kendall  
 Length: 90 Minutes  
 Terms: Barter  
 Delivery via: Disc/satellite  
 Program began airing: 6/83  
 Affiliates: 350

Featuring the hottest superstars of rock recorded in live concert.

**"That's Love"**  
**Westwood One/Mutual**  
 Producer: Ron Cutler Productions  
 Host: Summer/Masic  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc/satellite

Program began airing: 6/85  
 Affiliates: 200

A three-hour music and interview program exploring the world of love, romance and relationships.

**"Top 30 Countdown"**  
**Satellite Music**

Host: Jim Beedle  
 Length: 3 Hours  
 Terms: Cash/Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 8/31/81  
 Affiliates: 235

A celebration of the nation's most popular Country music, featuring exclusive interviews and enlightening stories on beloved Country music artists.

**"Top 30 Countdown"**  
**Satellite Music**

Host: Jason Taylor  
 Length: 3 Hours  
 Terms: Cash/Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 9/3/85  
 Affiliates: 48

A chart-oriented sizzling countdown of the hottest hits, plus entertaining tidbits on artists, movies, and big-seller albums.

**"Top 30 Countdown-Starstation"**  
**Satellite Music**

Host: Bob Leonard  
 Length: 3 Hours  
 Terms: Cash/barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 8/31/81  
 Affiliates: 177

A countdown of America's most popular Adult Contemporary songs, based on record sales and airplay from across the country.



**"Top 30 USA"**  
**CBS**

Producer: Frank Cammarata  
 Host: M.G. Kelly  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Program began airing: 7/8/83  
 Affiliates: 280

M.G. Kelly hosts this weekly 3-hour countdown of the top 30 Adult Contemporary songs mixed with special theme sets.



**"Weekly Country Music Countdown"**  
**United Stations**  
 Producer: Ed Salamon



Continued from Page 41

**Host:** Chris Charles  
**Length:** 3 Hours  
**Terms:** Barter  
**Programs/week:** 1  
**Delivery via:** Disc/satellite  
**Program began airing:** 12/81  
**Affiliates:** 200

Features top 30 Country hits in a countdown format with artist interviews.



### "Doug Wendt's World Beat" World Beat

**Producer:** Doug Wendt  
**Host:** Doug Wendt  
**Length:** 2 Hours  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Tape  
**Program began airing:** 9/29/86  
**Affiliates:** 5

Polyrhythmic Pop such as Zulu Jive, Reggae, Soca, Zouk, JuJu7, etc. in Fusion plus world beat classics & Motown meets trenchtown segments.



### An American Christmas



### "An American Christmas" Otis Conner Productions

**Host:** Alex Burton  
**Length:** 12 Hours  
**Terms:** Cash/barter  
**Delivery via:** Disc  
**Program began airing:** 1983  
**Affiliates:** 300

An American Christmas is a 12-hour contemporary Christmas music show with narration based upon the archives of the Saturday Evening Post magazine. Updated for 1987.

### "American Hot Wax — 1955-1970"

**American Hot Wax Company**  
**Producer:** Steve Blaufeld  
**Host:** Steve Michaels  
**Length:** 6 Hours  
**Terms:** Cash

**Number of runs:** Unlimited  
**Program began airing:** 5/15/83  
**Affiliates:** 32

The best music played on the radio between the years 1955-1970 mixed with a blend of the current events and fads that shaped that music.

### An Original Christmas

### "An Original Christmas" Teleprograms

**Host:** Don Bleu  
**Length:** 12 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** e  
**Program began airing:** 12/25/86  
**Affiliates:** 157

A contemporary Christmas that highlights the 100 greatest Christmas songs of all time, plus thematic features, exclusive interviews, stories, and legends.

### "Black History Notes" Syndicate It

**Host:** Multiple  
**Length:** 90 Seconds  
**Terms:** Barter  
**Programs/week:** 7  
**Number of runs:** 2  
**Delivery via:** Disc  
**Program began airing:** 2/1/83  
**Affiliates:** 116

A multiple celebrity hosted series of vignettes for Black History Month on outstanding accomplishments of black men and women throughout history.



### "The Budweiser Showdown" Starstream Communications

**Producer:** Terry Redding  
**Terms:** Barter  
**Delivery via:** Tape  
**Program began airing:** 1981  
**Affiliates:** 36

Features a ten-week "tournament of jams" seeking the best music talent in the country. Culminating in a national finals competition awarding \$80,000 in prizes.

### "Celebration Of America: Otis Conner Productions

**Producer:** Otis Conner  
**Host:** Alex Burton  
**Length:** 24 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Delivery via:** Disc  
**Program began airing:** 1984  
**Affiliates:** 150

Musical salute featuring contemporary hits with narration based upon the archives of the Saturday Evening Post. Perfect for the fourth of July, Labor Day etc.

### "Christmas At Our House" Drake-Chenault

**Producer:** Drake-Chenault  
**Host:** Bob Kingsley  
**Length:** 6 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Delivery via:** Disc

Christmas music and stories of the holiday season by favorite country artists.

### "Christmas In The Country" Drake-Chenault

**Host:** Bob Kingsley  
**Length:** 6 Hours  
**Terms:** Cash  
**Number of runs:** Unlimited  
**Delivery via:** Disc

Christmas music and stories for the holiday season by your favorite country artists.

### "Christmas In The Country" Kris Stevens Enterprises

**Host:** Various  
**Length:** 12 Hours  
**Terms:** Cash  
**Number of runs:** 2  
**Delivery via:** Disc  
**Program began airing:** 1980, updated yearly  
**Affiliates:** 300

The best Country Christmas music ever, along with features about the traditional American Christmas.

## COUNTRY SIX PACK

### "Country Six Pack 1987" United Stations

**Producer:** Ed Salamon  
**Host:** Buzz Bowman  
**Length:** 3 Hours  
**Terms:** Barter  
**Delivery via:** Disc/satellite  
**Program began airing:** 5/82  
**Affiliates:** 100

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

### "Dick Bartley's All-Time Favorite Oldies Countdown" United Stations

**Producer:** DB Productions  
**Host:** Dick Bartley  
**Length:** 5 Hours  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Satellite/disc  
**Program began airing:** 7/81  
**Affiliates:** 200

Countdown of the most popular oldies as determined by postcard ballots submitted by listeners. Airing weekend of July 4th.

### "Eric Clapton In Concert" ABC

**Host:** Joe Benson  
**Length:** 90 Minutes  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Disc/satellite  
**Affiliates:**

Eric Clapton live with Phil Collins, Nathan East, and Greg Phillinganes.

### "Holiday Hits" Drake-Chenault

**Host:** Laurie Allen  
**Length:** 6 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Delivery via:** Disc

Six hours of Christmas songs from contemporary artists with stories of the season.

### "Joy Of Christmas" Public Interest Affiliates

**Producer:** PIA/Malrite  
**Length:** 20 Hours  
**Terms:** Barter  
**Delivery via:** Disc  
**Program began airing:** 12/24/83  
**Affiliates:** 280

Celebrate with 20 hours of Christmas music combining traditional and contemporary artists, performing favorite holiday classics — no talk — targeted for AC, MOR.

### "Kaiamusic Christmas Music" Kalamusic Productions

**Terms:** Cash  
**Affiliates:** 75  
 Available in all music formats.

### "King: A Countdown" Syndicate It

**Host:** Brock Peters  
**Length:** :90  
**Terms:** Barter  
**Programs/week:** 7  
**Delivery via:** Disc  
**Program began airing:** 1/1/85  
**Affiliates:** 139

15-day countdown to King holiday which includes excerpts of King's speeches and interviews with influential Americans. Lead-in to King musical tribute.

### "King: A Musical Tribute" Syndicate It

**Producer:** Syndicate It  
**Host:** Brock Peters  
**Length:** 3 Hours  
**Terms:** Barter  
**Programs/week:** 3  
**Number of runs:** 1  
**Delivery via:** Disc  
**Program began airing:** 1/15/84  
**Affiliates:** 139

King holiday special, blending relevant music, excerpts of King's speeches and interviews with other influential Americans, all in keeping with King's philosophy.

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

**Producer:** Rudolph Brewington  
**Host:** Rudolph Brewington  
**Length:** One hour  
**Terms:** Barter  
**Programs/week:** 1  
**Delivery via:** Tape/satellite  
**Program began airing:** 1/18/86  
**Affiliates:** 50

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

### "Light My Fire" ABC

**Producer:** Denny Somach Productions  
**Host:** Robbie Krieger/Ray Manzarek  
**Length:** 3 Hours  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Disc/tape

The only authorized radio program commemorating the 20th anniversary of the Doors. Never before heard interviews with Jim Morrison.

### "Live From L.A." California Radio

**Length:** 20 Hours  
**Terms:** Cash  
**Delivery via:** Satellite  
**Program began airing:** 10/6/86

A week-long multiple station remote from Hollywood's Sunset Strip. "Unforgettable . . ." Bob Krane, WXRK/ NYC.

### "Magic Moments — A Tribute To Perry Como" Radio Arts

**Host:** Steve Allen & Jayne Meadows  
**Length:** 6 Hours  
**Terms:** Cash  
**Delivery via:** Tape  
**Affiliates:** 17

Six hours of the sensational songs and story of the legendary romantic singer whose popularity has spanned five decades.



### "Magic Of Christmas" Kris Stevens Enterprises

**Host:** Children of the world  
**Length:** 18 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Disc  
**Program began airing:** 1981  
**Affiliates:** 400

AC & CHR oriented. Greatest Christmas music from the world . . . a festive special that captures the spirit of Christmas.

### "Music Of American Country" ABC

**Producer:** Bob Kaminsky  
**Host:** Del Montrieux  
**Length:** 90 Minutes  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Satellite/Disc

12 hottest acts in country music featured in exciting concert performances. The Judds, Ricky Skaggs, Waylon Jennings, Ronnie Milsap, Conway Twitty and others.

### "The News That Rocked" NBC

**Producer:** Denny Somach Productions  
**Host:** Denny Somach  
**Length:** 2 Hours  
**Terms:** Barter  
**Number of runs:** 1  
**Delivery via:** Disc  
**Program began airing:** 12/30/79  
**Affiliates:** 200

Two-hour annual retrospective of the past year in rock.

### "Night Moves" Kris Stevens Enterprises

**Host:** Kris Eric Stevens  
**Length:** 2 Hours  
**Terms:** Cash  
**Number of runs:** 2  
**Delivery via:** Disc  
**Program began airing:** 1984  
**Affiliates:** 300

Halloween music special including fun features and creatures of the night.

## SEASONAL MUSIC SHOWS

## Current Shows '87

**"Rock Of Your Life"**

**NBC**  
**Producer:** Denny Somach  
**Length:** 20 Hours  
**Terms:** Barter  
**Number of runs:** 1  
**Delivery via:** Disc  
**Program began airing:** 7/4/85  
**Affiliates:** 200

An annual event program looking at the history of Rock and Roll for its 30+ years.

**"Spirit Of Summer"**

**CBS**  
**Producer:** Frank D. Murphy  
**Host:** Kris Eric Stevens  
**Length:** One hour  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Disc  
**Program began airing:** 5/23/85  
**Affiliates:** 375

A 16-week series featuring summer music from the '60s and '70s plus special summer themes and interviews.

**"Story Of A People"**

**Syndicate It**  
**Host:** Brock Peters  
**Length:** 24 Hours  
**Terms:** Barter  
**Programs/week:** 6  
**Number of runs:** 1  
**Delivery via:** Disc  
**Program began airing:** 2/1/84  
**Affiliates:** 82

A February special which musically traces the history of Black Americans from their African roots to the present.

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

**ABC**  
**Producer:** ABC/Watermark  
**Host:** Casey Kasem  
**Length:** 4 Hours  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Disc/satellite

The top 40 hits of the '80s with interviews and background on the artists and songs. Hits selected with the assistance of Billboard magazine.

## THE 12 HOURS OF CHRISTMAS

**"The Twelve Hours Of Christmas"**

**Kris Stevens Enterprises**  
**Host:** Kris Eric Stevens  
**Length:** 12 Hours  
**Terms:** Cash  
**Number of runs:** 2  
**Delivery via:** Disc  
**Program began airing:** 1977

AC & CHR oriented. Greatest Christmas music of all time including kids, comedy, features such as ghost of Christmas past, Christmas around the world, etc.

**"United Negro College Fund"**

**Producer:** Chuck Woodson  
**Host:** Chuck Woodson  
**Length:** 6 Hours  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Satellite  
**Program began airing:** 12/85  
**Affiliates:** 50

Radiothon to benefit the United Negro College Fund's member colleges.

**"Beatle Invasion"**  
**Creative Radio Network**

**Producer:** Tom Holdridge  
**Host:** Larry McKay  
**Length:** 3 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Disc  
**Program began airing:** 85  
**Affiliates:** 200

Re-creation of the Beatles North American tour, lots of music and interviews.

**"Beatles-Days In Their Life"**  
**The Programming Consultants**

**Producer:** Sonic Workshop  
**Host:** I. Lipson/D. Pritchard  
**Length:** Half hour  
**Terms:** Cash  
**Programs/week:** 30  
**Number of runs:** 2  
**Delivery via:** Disc/tape

A 30-hour program on the four who changed music forever.

**"Bing: A Tribute To Bing Crosby"**

**Radio Arts**  
**Host:** Bob Hope/Mary Clooney  
**Length:** 6 Hours  
**Terms:** Cash  
**Delivery via:** Tape  
**Affiliates:** 20

A biography in words and music of Bing Crosby, with interviews and anecdotes from those who knew and worked with him.

**"Campbell Playhouse"**  
**Public Interest Affiliates**

**Producer:** Public Interest Affiliates/  
 Orson Welles  
**Host:** Helen Hayes  
**Length:** One hour  
**Terms:** Barter  
**Programs/week:** 1  
**Delivery via:** Tape  
**Program began airing:** 12/7/86  
**Affiliates:** 154

Prestigious classic dramas, spotlighting Orson Welles, performed by the greatest stars of stage and screen, rebroadcast for the first time in more than 45 years.



Hosted By:  
**EDDIE RABBITT**

**"Clear Creek"**  
**Brown Bag Productions**

**Host:** Eddie Rabbitt  
**Length:** 24 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Disc  
 24-hour mythical country music festival hosted by Eddie Rabbitt, features Willie Nelson, Dolly Parton, and Loretta Lynn.

**The Country's Best****"Country's Best"**  
**Radio Arts**

**Host:** Hoyt Axton  
**Length:** 5 Hours  
**Terms:** Cash  
**Delivery via:** Tape

A countdown of the top 50 country hits of the past decade, featuring interviews with singers and groups.

**"Dream Concert"**  
**Radio Arts**

**Host:** Humble Harv Miller  
**Length:** 12 Hours  
**Terms:** Cash  
**Delivery via:** Tape

A non-stop musical marathon, featuring over 70 great groups and performers recorded live in concert.

**"Elvis: A Three Hour Special"**  
**Drake-Chenault**

**Host:** Bill Drake  
**Length:** 3 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Disc

Three-hour retrospective look at the life and music of Elvis Presley.

**"Frank Sinatra: Biography In Song"**

**Creative Radio Network**  
**Producer:** Peter Kline  
**Host:** Gene Norman  
**Length:** 8 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Tape  
**Program began airing:** 1985  
**Affiliates:** 200

Entertaining tribute to the artistry of Frank Sinatra. A chronological look into his career and music.

**"Golden Age Of Radio"**

**Premiere Radio**  
**Producer:** Victor Ives  
**Host:** Victor Ives  
**Length:** One hour  
**Terms:** Barter  
**Programs/week:** 5

**Number of runs:** 1  
**Delivery via:** Disc  
**Affiliates:** 200

A collection of classic radio programs from the '30s, '40s and '50s, uncut versions, drama, comedy etc.

**"History Of Country Music"**  
**Drake-Chenault**

**Host:** Ralph Emery  
**Length:** 52 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Disc  
 A chronological history of country music with hundreds of exclusive interviews.

**"History Of Rock And Roll"**  
**Drake-Chenault**

**Host:** Bill Drake  
**Length:** 52 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Disc  
 A chronological history of contemporary music along with hundreds of interviews with recording artists.

**"In Concert"**

**Westwood One/Mutual**  
**Producer:** Westwood One/  
 Lynnsey Guerrero  
**Host:** Steve Downes  
**Length:** One hour  
**Terms:** Barter  
**Delivery via:** Disc/satellite  
**Program began airing:** 1/86  
**Affiliates:** 60

Features rock's hottest talents recorded in concert on stages throughout America.

**"In The Spotlight"**  
**Westwood One/Mutual**

**Producer:** Westwood One/  
 Lynnsey Guerrero  
**Host:** Jewell McGowan  
**Length:** One Hour  
**Terms:** Barter  
**Delivery via:** Disc/tape  
**Program began airing:** 1/86  
**Affiliates:** 60

Music and interview profiles featuring two hot acts for R&R's urban contemporary charts, including selected performances by the artists of WO's concert archives.

**"Judy Garland: Rainbow..."**  
**Creative Radio Network**

**Producer:** Peter Kline  
**Host:** Tom Murphey  
**Length:** 4 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Tape  
**Program began airing:** 1985  
**Affiliates:** 75

The story of Judy Garland. All her hits, special live performance, and interview with Judy.

**"A New Frontier..."**

**Producer:** Western Front Broadcasting  
**Host:** Julio Flores  
**Length:** One hour  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Tape  
**Program began airing:** 2/1/85  
**Affiliates:** 4

**"Lionel Richie Love Songs"**  
**Creative Radio Network**

**Producer:** Tom Holdridge  
**Host:** Larry McKay  
**Length:** 2 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Tape  
**Affiliates:** 100+

Lionel sings and talks about love, his music, and his life. Includes all of his biggest hits.

**"Live Broadcasts From London"**  
**Rock Over London**

**Delivery via:** Satellite  
**Program began airing:** 1985  
 "Rock Over London" arranges "live" broadcasts from any location in the London area, very flexible. Thus far we have produced mostly morning shows for AOR/CHR radio.

**"Mundo Artístico"**  
**Westwood One/Mutual**

**Producer:** Hispanic Entertainment  
**Host:** Ernesto Cevera  
**Length:** One Hour  
**Terms:** Barter  
**Delivery via:** Tape/satellite  
**Program began airing:** 6/85  
**Affiliates:** 50  
 America's only national Spanish language concert and music/interview variety show.

**"Mystery Voice"**  
**American Media**

**Producer:** American Media  
**Length:** 2 Minutes  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Disc  
**Program began airing:** 6/17/85  
**Affiliates:** 80

A daily contest which features great personalities giving daily clues about their identity. All voices are electronically altered as the clues reveal more information.



NAT  
 KING  
 COLE  
 BIOGRAPHY  
 IN SONG

**"Nat King Cole Biography In Song"**  
**Creative Radio Network**

**Producer:** Peter Kline  
**Host:** Bill Moran  
**Length:** 4 Hours  
**Terms:** Cash  
**Programs/week:** 1  
**Number of runs:** 2  
**Delivery via:** Tape  
**Program began airing:** 1985  
**Affiliates:** 100

Tribute to Nat King Cole. All of his hits plus over 25 celebrity interviews.

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Continued from Page 43 .

**"Personal Encounter/  
English"**

**Radio Works**  
 Producer: Radio Works Inc  
 Length: One hour  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Tape

Words and music of ELR/MOR/Lite superstars. Artists relate one-on-one with listener. Julio, Peter, Paul & Mary, Mathis, and Mancini. All your favorites.

**"Personal Encounter/  
Spanish"**

**Radio Works**  
 Producer: Radio Works Inc.  
 Length: One hour  
 Delivery via: Tape

The words and music of the true superstars of the Latin music industry. No host, the artists own feeling is related on a one-on-one basis with the listener.

# ELVIS!

**"Presley Years"  
The Programming  
Consultants**

Producer: CHUM  
 Host: Charlie Van Dyke  
 Length: 13 Hours  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc

Definitive study of Elvis Aron Presley. 13 hours features other artists' tunes as well as Elvis — birth to death.

**"Radio Underground"  
Entertainment Radio**

Producer: Edward Rasen  
 Host: Andrea Enthel  
 Length: 90 Minutes  
 Terms: Barter  
 Delivery via: Disc/tape  
 Program began airing: 11/85  
 Affiliates: 200

Compilation program featuring tracks by new bands on small independent labels; plus a live mini concert with popular "underground" bands.

**"Special Forces Concert"  
Entertainment Radio**

Producer: Edward Rasen  
 Host: Bob Young  
 Length: One hour  
 Terms: Barter  
 Program began airing: 7/85  
 Affiliates: 275

Live concert series featuring the best new music bands on major labels. Recorded live to 2-track for true concert sound experience.

**"Spirit Of American Rock"  
Creative Radio Network**

Producer: Tom Holdridge  
 Host: Larry McKay  
 Length: 3 Hours  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Tape  
 Program began airing: 1986  
 Affiliates: 200

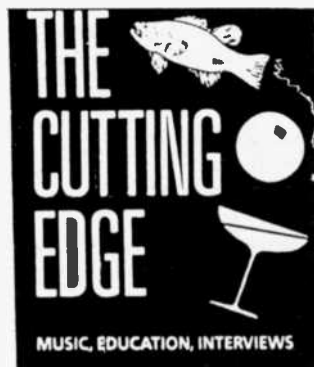
A look at the styles of music that

have produced American rock... from Motown to Memphis, from flower power to the Big Apple.

**"Story Of Music"**

Producer: Bob Shannon/Allen Farmer  
 Host: Ray Willis  
 Length: 48 Hours  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc

Emotional saga spanning 60 years of US Music as seen from today's perspective, 1000 song titles, 500 interviews from different artists.

**"The Cutting Edge"  
Entertainment Radio**

Producer: Edward Rasen  
 Host: Peter Zaremba  
 Length: One Hour  
 Terms: Barter  
 Delivery via: Disc  
 Program began airing: 10/86  
 Affiliates: 225

Music, unreleased tracks, and impromptu "jam" sessions by the best new bands and performers.

**"The Day Music Died"  
Creative Radio Network**

Producer: Tom Holdridge  
 Host: Jerry Naylor  
 Length: 2 Hours  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc  
 Program began airing: 1985  
 Affiliates: 200

The story of an American rock pioneer, in his own words and music. Special guests include Linda Ronstadt, the Beatles, and Waylon Jennings.

**THE DRAMA HOUR****"The Drama Hour"  
Charles Michelson & Sons**

Producer: Charles Michelson  
 Host: Various  
 Length: One Hour  
 Terms: Cash  
 Programs/week: 7  
 Number of runs: 1  
 Delivery via: Tape  
 Program began airing: 1/1/80  
 Affiliates: 182

The most famous radio drama series of all time, such as "The Lone Ranger," "Dagnet," "Gangbusters," "The Green Hornet" etc.

**"The Ed Busch Talk Show"  
Associated Press**

Producer: Ed Busch Productions  
 Host: Ed Busch  
 Length: 4 Hours  
 Terms: Cash  
 Programs/week: 2  
 Delivery via: Satellite  
 Program began airing: 1984  
 Affiliates: 28

The EBTS is a live, four-hour, call-in radio talk show which airs Saturday and Sunday 4-7 pm.

**"Too Marvelous For Words"  
Radio Arts**

Host: Henry Mancini/Jo Stafford  
 Length: 6 Hours  
 Terms: Cash  
 Delivery via: Tape

A tribute to the life and music of Johnny Mercer, with interviews and anecdotes from a roster of great stars.

**"Top 100 Of The '70s"  
Drake-Chenault**

Producer: Drake-Chenault Enterprise  
 Host: John Leader  
 Length: 12 Hours  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc

All of the top songs and events of one of the greatest eras of contemporary music.

**"Top Ten Hits Of All Time"  
Kris Stevens Enterprises**

Host: Kris Eric Stevens  
 Length: 27 Hours  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc  
 Countdown of top ten hits each year since 1955, plus all time hits.

**"Unforgettable: A Tribute To  
Nat King Cole"  
Radio Arts**

Host: Johnny Mathis/Nat King Cole  
 Length: 6 Hours  
 Terms: Cash  
 Delivery via: Tape  
 Affiliates: 25

A tribute to Nat King Cole, his life and music, with interviews of those who knew and worked with him.

**"Westwood One Presents"  
Westwood One/Mutual**

Producer: Westwood One/Jim Duncan  
 Host: Jim Duncan  
 Length: One Hour  
 Terms: Barter  
 Delivery via: Satellite/disc  
 Program began airing: 1/85  
 Affiliates: 400

Spotlighting the superstars of country music in live concert performances recorded throughout the United States.

**"A Moment Of  
Musical History"  
Melcor**

Producer: George Kalman  
 Host: Marty Wilson  
 Length: 5 Minutes  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Tape  
 Program began airing: 11/3/86  
 Affiliates: 50

**"American Music Magazine"  
United Stations**

Producer: Ed Salamon  
 Host: Rick Dees  
 Length: 1 Hour  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Disc/Satellite  
 Program began airing: 1/85  
 Affiliates: 100+

Rock music magazine with artist interviews.

**backstage****"Backstage America"  
Continuum Radio**

Length: 90 Seconds  
 Terms: Barter/cash  
 Programs/week: 6  
 Number run times: 6  
 Delivery via: Satellite  
 Program began airing: 7/13/85  
 Affiliates: 117

On-the-spot reports backstage at concerts, tours, and other music-related events around the country, always identifying as the station's "own" reporter.

**COUNTRY  
CALENDAR****"Country Calendar"  
Clayton Webster**

Producer: Scott Blake  
 Length: 2 Minutes  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Disc  
 Program began airing: 10/81  
 Affiliates: 594

Focus on today in Country music, including birthdays, major releases, deaths, and interviews.

**"Country Comments"  
Westwood One**

Producer: Westwood One/  
 Ken Hodges  
 Length: 5 Minutes  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Disc/satellite  
 Program began airing: 8/5/85  
 Affiliates: 250

Daily feature designed to assist the station in creating identity and prestige for their local personalities.

**"Country Mini Close-up"  
ProMedia**

Length: 60 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Tape  
 Program began airing: 1986  
 Affiliates: 125

A special promo feature for the Country Close-Up show, highlighting trivia, music and information about the week's guest.

**"Country News"  
James Paul Brown  
Entertainment**

**"Country Quiz"  
MJI Broadcasting**  
 Host: Dan Taylor  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Disc

Country radio's only game show, combining programming with a promotion. Guess the correct Country artist, group, or record. Features frequent mystery guests.

**Country Report****"Country Report"  
Weedeck Radio Network**

Producer: Ron Martin  
 Host: Ron Martin  
 Length: 3 Minutes  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Tape  
 Program began airing: 10/79  
 Affiliates: 210

Weedeck's news and information show, each week ten new and original programs containing exclusive news and interviews with Country's biggest stars.

**"Music Report"  
Associated Press**

Producer: Wendell Goler  
 Host: Wendell Goler  
 Length: 90 Minutes  
 Terms: Barter  
 Programs/week: 2  
 Delivery via: Satellite  
 Program began airing: 5/84

AP Network news anchor Wendell Goler hosts, features Country & Contemporary music and interviews.

**"Psychedelic Psnack"  
Westwood One/Mutual**

Producer: Denny Somach Productions  
 Host: Dave Herman  
 Length: 8 Minutes  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Disc/satellite  
 Program began airing: 7/86  
 Affiliates: 150

A daily flashback to rock's psychedelic era, featuring interviews with the artists who created the music.

**"Rex"****Sixty Second LP, Inc.**

Producer: Jeff Craig  
 Host: Jeff Craig  
 Length: :60  
 Terms: Barter  
 Programs/week: 14  
 Delivery via: Disc  
 Program began airing: 1/1/79  
 Affiliates: 136

*Interviews with music recording stars, movie stars, directors, and producers.*

**"Rock Quiz"****MJI Broadcasting**

Host: Richard Neer  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Disc

*Rock radio's only game show, combining programming with a promotion. Guess the correct rock star, group, or record from the clues. Features frequent mystery guests.*

**"Rockcapsule"****Continuum Broadcasting**

Length: 90 Seconds  
 Terms: Barter/cash  
 Programs/week: 5  
 Number run times: 6  
 Delivery via: Tape/satellite  
 Program began airing: 1/10/82  
 Affiliates: 105

*Top 40 (CHR) and AOR vignettes with top stars, producers, and flashbacks to music milestones.*

**"Shootin' The Breeze"****Westwood One/Mutual**

Producer: Westwood One/Joe Gerner  
 Host: Jack Peterson  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Tape/Satellite

*Twice-daily music and interview feature spotlighting Urban/Contemporary's music's hottest stars.*

**"Sixty Second LP"****Sixty Second LP, Inc.**

Producer: Jeff Craig  
 Host: Jeff Craig  
 Length: One minute  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Disc  
 Program began airing: 1/1/76  
 Affiliates: 221

**"Solid Gold Country"****United Stations**

Producer: Ed Salamon  
 Host: Mike Fitzgerald  
 Length: 1 Hour  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Disc/satellite  
 Program began airing: 7/83  
 Affiliates: 125

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

**SURVEY RESPONSE #6:**

# What Shows Does Your Station Carry? — Country

1. American Country Countdown (ABC)
2. Country Today (MJI)
2. Live From Gilley's (Westwood One/Mutual)
2. Weekly Country Music Countdown (United Stations)
5. On A Country Road (Westwood One/Mutual)

Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.

**"Star Quiz"****MJI Broadcasting**

Host: Gary Byrd  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Disc

*Urban radio's only game show, combining programming with a promotion. Guess the correct R&B artist, group, or record. Features frequent mystery guests.*

**"Star Trak"****Westwood One/Mutual**

Producer: Westwood One/Lorre Crimi  
 Host: Vicki McCarty  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Tape/satellite  
 Program began airing: 1977  
 Affiliates: 150

*Twice-daily music and interview feature spotlighting the top contemporary hit-makers.*

**"Today In Rock History"****NBC**

Producer: Alison Vogel  
 Host: Dan Formento  
 Length: :60  
 Terms: Free  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 9/1/79  
 Affiliates: 125

*Daily recap of major music events that have occurred on that date in history.*

**"Trivia Quiz"****MJI Broadcasting**

Host: Dan Taylor  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Disc

*Adult radio's only game show, combining programming with a promotion. Guess the correct personality, film, or TV star from the clues. Features frequent mystery guests.*

**"Urban Music Magazine Vignettes" Syndicate It**

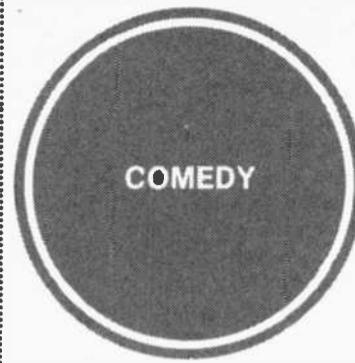
Host: Frankie Crocker  
 Length: 1 Minute  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 2  
 Delivery via: Tape  
 Program began airing: 1/1/87  
 Affiliates: 85

*Daily one-minute vignettes reporting the latest in news and trends on the Urban entertainment scene.*

**"What's Nu Artist Files"****Ken Webb Communications**

Producer: Felicia Webb  
 Host: Early Foster  
 Length: 5-8 Minutes  
 Terms: Barter/Cash  
 Programs/week: 5  
 Number run times: 3  
 Delivery via: Tape  
 Program began airing: 1/1/86

*A Nu Muzik magazine giving in-depth information and viewpoints from today's Nu Muzik artists, complete with a music track by that artist.*

**"ACN National Features"****American Comedy Network**

Producer: American Comedy Network  
 Length: :60  
 Terms: Cash  
 Programs/week: 10  
 Delivery via: Tape  
 Program began airing: 1/30/84  
 Affiliates: 193

*Topical short form comedy features designed for personality oriented morning shows in all formats.*

**"Beige Cave Comedy Network" Beige Cave Productions**

Length: 10 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 5  
 Delivery via: Tape  
 Program began airing: 8/21/86  
 Affiliates: 1

*20 ten-minute bits per week. Fully produced, topical, original, weekly comedy drop-in service.*

**"Burns & Allen"****Charles Michelson Inc**

Producer: Irving Fein  
 Host: George Burns/Gracie Allen  
 Length: 30 Minutes  
 Terms: Cash  
 52 Broadcasts of this top-rated series from the vintage days of radio.

**"Chickenman"****Chicago Radio Syndicate**

Producer: Dick Orkin  
 Length: 2:30  
 Terms: Cash  
 Programs/week: 7  
 Number of runs: Unlimited  
 Delivery via: Tape  
 Affiliates: 500

*Daily comedy feature. Original episodes of radio's most popular superhero/crimefighter. Serialized adventure.*

**"Cla'ence's All My Children"****Premiere Radio**

Producer: Joe Cipriano  
 Host: Brad "Cla'ence" Sanders  
 Length: 90 seconds  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 2  
 Delivery via: Satellite/phone feed  
 Program began airing: 11/86  
 Affiliates: 200

*#1 rated comedy mini-feature. Currently airing on Z-100/New York, KIIS-FM/Los Angeles, WGCI/Chicago, and 150 other top stations.*

**"Comedy Hour"****MJI**

Host: Mark McEwen  
 Length: 1 Hour  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Disc

*The best classic and current comedy routines, exclusive interviews, monthly co-hosts and live bits never heard before on radio.*

**"Comedy Radio Library"****Charles Michelson**

Producer: Robert Michelson  
 Host: Henny Youngman  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 10  
 Delivery via: Tape  
 Affiliates: 15

*Famous nightclub entertainer Henny Youngman with his complete repertoire of one-liners. "Take my wife please!"*

**"Comedy Show"****Clayton Webster**

Producer: Dan Randant  
 Host: Dick Cavett  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc  
 Affiliates: 335

*Classics of contemporary comedy with a weekly theme, hosted by Dick Cavett.*

**"Comedy Spot Hosted By Dick Cavett"****Clayton Webster**

Producer: Dan Randant  
 Host: Dick Cavett  
 Length: 2 Minutes  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: Unlimited  
 Delivery via: Disc  
 Program began airing: 1982  
 Affiliates: 300

*Short form daily version of the comedy show. Used in high come dayparts to recycle audience into weekly 2-hour comedy show hosted by Dick Cavett.*

**"Edgar Bergen/Charlie McCarthy"****Charles Michelson**

Host: Edgar Bergen  
 Length: 30 Minutes  
 Terms: Cash  
 Programs/week: 1  
 Delivery via: Tape

*Comedy at its best, the ventriloquist and his wooden dummy, "Charlie."*

**FUN FACTORY****"Fun Factory"**

ProMedia  
 Length: 1 Min.  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Tape  
 Program began airing: 7/1/86  
 Affiliates: 75

*A weekly package of original comedy bits: song parodies, spoof commercials, interactive call-ins and more!*

Continued on Page 46



Continued from Page 45

**"Jack Benny Show"****Charles Michelson**

Producer: Irving Fein

Host: Don Wilson

Length: 30 Minutes

Terms: Cash

Programs/week: 1

Number of runs: 1

Delivery via: Tape

*The classic shows from the funniest man in radio's early days.***"Laugh Machine"****ProMedia**

Length: 1 Minute

Terms: Barter

Programs/week: 8

Delivery via: Tape

Program began airing: 1981

Affiliates: 100

*Classic cuts, rare routines, and comic montages by top comedians like Joan Rivers, Robin Williams, The Marx Brothers, and more!***"Live From The Improv"****DIR**

Producer: Larry Harris/Bullet Prod.

Host: Jim McGinnis

Length: 90 Seconds

Programs/week: 5

Number of runs: 1

Delivery via: Disc

Program began airing: 3/2/86

Affiliates: 120

*Live comedy from the improvisation in Hollywood. Includes all the hot young comics.***"Mini People"****Chicago Radio Syndicate**

Producer: Dick Orkin

Length: 2:30

Terms: Cash

Programs/week: 5

Number of runs: Unlimited

Delivery via: Tape

Affiliates: 500

*Daily comedy feature spoof of old time radio quiz shows with kids as contestants.***"National Lampoon's True Facts"****Premiere Radio**

Producer: Steve Lushbaugh

Host: J. DeBella &amp; S. Lushbaugh

Length: 90 Seconds

Terms: Barter

Programs/week: 5

Number of runs: 2

Delivery via: Disc

Program began airing: 3/84

Affiliates: 200

*Hilarious, innovative 90-second comedy mini-feature taken straight from the pages of the National Lampoon.***"Red Nickerson Comedy Editorials Syndicom"**

Producer: Gary Corry

Host: Red Nickerson

Length: 60 Seconds

Terms: Cash

Programs/week: 5

Number of runs: 3

Delivery via: Tape

Program began airing: 9/1/79

Affiliates: 85

*Comedy editorial about what's happening today. Red has an opinion on everything from politics to sports to opening a wine bottle.***"Tooth Fairy"****Chicago Radio Syndicate**

Producer: Dick Orkin

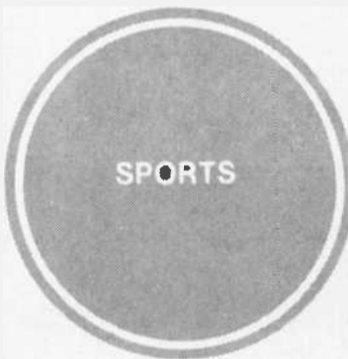
Length: 2:30 Minutes

Terms: Cash

Programs/week: 5

Delivery via: Tape

Affiliates: 500

*Daily comedy feature serialized programs with Newton J. Snookers as dental asst. by day and Tooth Fairy by night. Great for dentists and clinics sponsors.***"Commentario Deportivo"****Radio Works Inc.**

Host: Fernando Escandon

Length: 2 Minutes

Programs/week: 5

Delivery via: Tape

*Diverse sports programming insight that takes a stand on contemporary sports news and views and is written and produced for the hispanic listener.***"COSTAS COAST-TO-COAST"****"Costas Coast-To-Coast"****Clayton Webster**

Producer: John Frankel

Host: Bob Costas

Length: 2 Hours

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite

Program began airing: 11/2/86

Affiliates: 250

*Bob Costas interviews major sports personalities and takes calls from listeners.***"Customized Game Reports"****At The Game Network**

Producer: Scott Wetzel

Length: 30-60 Seconds

Terms: Barter or cash

Programs/week: 7

Number of runs: 4

Delivery via: Phone

Program began airing: 3/17/86

Affiliates: 40

*Reports from games nationally. Use as a feature or within news/sports-**casts. Covers your team home and away. Reports include station calls and logo.***"Don't Be Cut Short"****At The Game Network**

Producer: Scott Wetzel

Host: Barter or cash

Programs/week: 7

Delivery via: Phone

Program began airing: 3/17/86

Affiliates: 30

*Actualities of interest to station from sporting events involving area teams home and away.***"Ned Jarrett's World Of Racing"****Total Media**

Producer: Ned Jarrett Enterprises

Host: Ned Jarrett

Length: 5 Minutes

Terms: Barter

Programs/week: 5

Number of runs: 1

Delivery via: Tape

Program began airing: 1/1/78

Affiliates: 272

*Five-minute daily program dealing with the latest news and top personalities in NASCAR motorsports.***"Larry King, Sports In Focus"****Westwood One/Mutual**

Producer: Mutual/Pat Piper

Host: Larry King

Length: 3 Minutes

Terms: Barter

Programs/week: 5

Number of runs: 3

Delivery via: Satellite

Program began airing: 12/2/85

Affiliates: 200

*Daily look at the sports world from Larry's highly personal viewpoint.***"Motor Racing Network"****Motor Racing Network**

Producer: J. McMullin/A. Bestwick

Terms: Cash &amp; barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite

Program began airing: 2/70

Affiliates: 410

*Live play-by-play of NASCAR Winston Cup series and other top motorsports events including the Daytona 500. Most events run Sunday afternoons.***"NFL Football I & II"****Westwood One/Mutual**

Producer: Mutual/Larry Michael

Host: Tony Roberts &amp; Joel Meyers

Length: 3 Hours

Terms: Barter

Programs/week: 2

Number of runs: 1

Delivery via: Satellite

Program began airing: 1975

Affiliates: 500

*Sixteen-week Sunday afternoon NFL doubleheader play-by-plays, featuring games of the week at 1 and 5 PM Eastern.***"Nascar Live"****Motor Racing Network**

Producer: J. McMullin &amp; A. Bestwick

Host: Eli Gold

Length: 1 Hour

Terms: Barter

Programs/week: 1

Number of runs: 1

Delivery via: Satellite

Program began airing: 1/17/84

Affiliates: 118

*Weekly program about NASCAR stock car racing. Host interviews guests and takes calls nationwide.***"Major College/Notre Dame Football"****Westwood One/Mutual**

Producer: Mutual/Larry Michael

Host: Fran Curci, Tony Roberts

Length: 3 Hours

Terms: Barter

Programs/week: 2

Delivery via: Satellite

Program began airing: 1967

Affiliates: 250

*For the 20th consecutive year, exclusive national play-by-play of Notre Dame's 11 football games, plus 11 top-20 wild card college games.***"Joe Sambito"****Star Communications**

Producer: Tom Star

Host: Joe Sambito

Length: 1 minute

Terms: Barter/cash

Programs/week: 5

Number of runs: 2

Delivery via: Phone

Program began airing: 6/86

Affiliates: 10

*Joe Sambito, pitcher for the Boston Red Sox, reports daily on the game and the players.***"Sporting News Digest"****Clayton Webster**

Producer: David Cohen

Host: Bob Costas

Length: 2 Minutes

Terms: Barter

Programs/week: 10

Number of runs: Unlimited

Delivery via: Tape

Program began airing: 1982

Affiliates: 496

*Major sports star interviews and perspectives on news and events in sports.***"Sports Explosion"****Public Interest Affiliates**

Host: Joe McConnell

Length: 30 Minutes

Terms: Barter

Programs/week: 1

Delivery via: Tape

Program began airing: 1/19/86

*Upbeat sports talk lineup, coach & player interviews, actualities, play-by-play highlights, guest commentaries and special "fan-talk" feature.*

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# Current Shows '87

## SPORTS

### "Sports Final"

**Star Communications**  
 Producer: J. Keough & B. Miller  
 Host: Bob Melvin  
 Length: One hour  
 Terms: Barter  
 Programs/week: 7  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 4/14/86  
 Affiliates: 28  
 A wrap-up of sports activities, scores, commentaries.

## Sports Flashback

### "Sports Flashback"

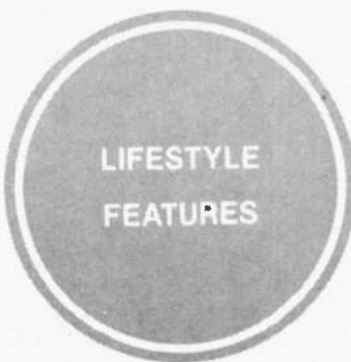
**Clayton Webster**  
 Producer: Rob Silverstein  
 Host: Bob Costas  
 Length: 2 Minutes  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Tape  
 Program began airing: 4/29/85  
 Affiliates: 525  
 Bob Costas asks a sports question. The answer is presented in original play-by-play broadcast.

### "Tennis Reports"

**Star Communications**  
 Producer: Carl Grande  
 Host: Carl Grande  
 Length: 1 Minute  
 Terms: Barter  
 Delivery via: Phone  
 Program began airing: 6/86  
 Affiliates: 20  
 Reports twice a day direct from Volvo, Wimbledon, Newport Hall of Fame, US Open.

### "Tight Lines Tips With Sammy Lee"

**Associated Press**  
 Producer: Sammy Lee  
 Host: Sammy Lee  
 Length: 45 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 7/7/86  
 Pro-angler tips on freshwater fishing techniques, new products, tournaments, and safety tips.



### "American Know How"

**Associated Press**  
 Producer: Ed Busch Productions  
 Host: Al Carrel, Jerry Baker  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 2  
 Delivery via: Satellite  
 Program began airing: 1985  
 Affiliates: 37  
 AKH is a live two-hour call-in radio show aimed at the do-it-yourselfer in today's market. Hosted by super-handy-man Al Carrel, and master gardener Jerry Baker.

### "Bernard Meltzer Show"

**NBC Radio**  
 Producer: Elin Wilder  
 Host: Bernard Meltzer  
 Length: 4 Hours  
 Terms: Barter  
 Programs/week: 2  
 Delivery via: Satellite  
 Program began airing: 9/1/82  
 Affiliates: 288  
 General advice telephone talk show.

### "Bruce Williams Show"

**NBC Radio**  
 Producer: Dick Brennan  
 Host: Bruce Williams  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 11/1/81  
 Affiliates: 288  
 General advice telephone talk show focusing on money questions.

### "Business Beat"

**Westwood One/Mutual**  
 Producer: John Hartge  
 Host: John Hartge  
 Length: 4:30  
 Terms: Barter  
 Programs/week: 10  
 Number of runs: 3  
 Delivery via: Satellite  
 Program began airing: 12/1/82  
 Affiliates: 150  
 Twice-daily reports on the latest from stock and bond markets, and business and financial developments that affect everyone's job, savings, and pocket-book.

### "Business Update"

**CBS**  
 Producer: Joseph Dembo/CBS News  
 Host: Frank Settipani  
 Length: 30 Minutes  
 Programs/week: 5  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 9/86  
 Affiliates: 60  
 CBS News correspondent Frank Settipani anchors an in-depth 1/2 hour broadcast, Monday-Friday, that mixes business news with features, investment info and stock market.



### "Car Show Coast-To-Coast"

**Starstream Communications**  
 Producer: Jim Zura, Ilona Shillmaj  
 Host: Len Frank, John Retsek  
 Length: 1 Hour  
 Programs/week: 1  
 Delivery via: Tape/Satellite  
 Program began airing: 7/19/86  
 Affiliates: 23  
 An exciting one-hour show filled with automobile problems, solutions, and facts. Hosted by Motor Trend's Editor-At-Large Len Frank, and auto enthusiast John Retsek.

### "Changing Times"

**Westwood One/Mutual Radio**  
 Producer: Kilpinger Editors  
 Host: Lou Adler  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 3  
 Delivery via: Satellite  
 Program began airing: 7/1/83  
 Affiliates: 209  
 Personal financial information, from the pages of Changing Times magazine to help listeners spend and invest their money more wisely.

### "Chip Talk"

**Associated Press**  
 Producer: Dave Ross  
 Host: Dave Ross  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 7/83  
 Brings listeners up to date with latest in computer technology.



### "Computer Connection"

**Associated Press**  
 Producer: Computer Connection  
 Host: Sol Rosenberg  
 Length: 1 Hour  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Tape/Satellite  
 Program began airing: 1985  
 Affiliates: 23  
 Pre-produced one-hour weekly radio magazine about computers. A fast-paced highly produced show, it combines music, news, interviews, and information.



### "The Computer Program"

**ProMedia**  
 Host: Frank Guida  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Tape  
 Program began airing: 1984  
 Affiliates: 75  
 Upbeat features covering a wide variety of facts and tips for the home

computer user.

### "Dr. Harvey Ruben Show"

**NBC**  
 Producer: Bill Lally  
 Host: Dr. Harvey Ruben  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 2  
 Delivery via: Satellite  
 Program began airing: 9/1/82  
 Affiliates: 288  
 Telephone talk show offering mental health advice and information.

### "Dr. Toni Grant Show"

**Westwood One/Mutual**  
 Producer: Richard Chavez  
 Host: Dr. Toni Grant  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 1  
 Delivery via: Satellite  
 Program began airing: 4/14/86  
 Affiliates: 150  
 Dr. Grant, a pioneer in media psychology, imparts warmth, wisdom, and practical advice to the listeners who've tuned into her programs for more than a decade.

### "Health & Medicine"

**Associated Press**  
 Producer: Dr. Henry Fishman & Associated Press  
 Host: Dr. Henry Fishman  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 9/1/83  
 Health & fitness information with the latest in medical research.



### "Health Newsfeed"

Producer: Spencer Levine  
 Host: Spencer Levine  
 Length: 45 Seconds  
 Terms: Free  
 Programs/week: 5  
 Delivery via: Telephone  
 Program began airing: 12/9/85  
 Affiliates: 150  
 Daily feed of 45 seconds wrap-around and additional actualities on current topics of health and medicine of general interest.

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## PROGRAM WEEK OF 6/6

- KENNY G./"Songbird"/Arista
- HERB ALPERT/"Rocket To The Moon"/A&M
- MARK WINKLER/"Night Flight"/Pausa
- KENIA/"Sim Ou Nao"/Zebra
- KEIKO MATSUI/"Mediterranean Sand"/Passport Jazz
- JOE SAMPLE/"Friends And Lovers"/MCA
- DAVID SANBORN/"Chicago Song"/Warner Brothers
- NAJEE/"Feels So Good To Me"/EMI
- YELLOWJACKETS/"Mile High"/MCA
- FRANK POTENZA/"California Dreaming"/TBA



# FUSION 40

- AL JARREAU/"Moonlighting"/MCA
- THE RIPPINGTONS/"She Likes To Watch"/Passport Jazz
- SPECIAL FX/"Hands Of The Healer"/GRP
- STANLEY TURRENTINE/"Rocket Love"/Blue Note
- PATRICE RUSHEN/"Till She's Out Of Your Mind"/Arista
- RAMSEY LEWIS/"Melody Of Life"/Columbia
- TANIA MAPIA/"All Gone Love"/Manhattan
- BOB JAMES/"Rousseau"/Warner Brothers
- JETSTREAM/"Jade Wind"/TBA
- MANHATTAN TRANSFER/"On The Boulevard (Live)"/MCA
- JOHN SCOFIELD/"Now She's Blonde"/Gramavision
- DAVID BENNETT/"Tropical Breeze"/GRP
- MONTEUX/"To Be"/Windham Hill
- JUSTO ALMARIO/"Tawney Noel"/Meadowlark
- AZYMUTH/"Broken Key"/Milestone
- BOOMERANG/"Stowaway"/Atlantic
- ASTRUD GILBERTO/"With Love"/Nerve
- BILL BERGMAN/"Midnight Sax Theme"/Passport Jazz
- LEVEL 42/"Two Solitudes"/Polydor
- GEORGE HOWARD/"Jade Wind"/MCA

- TEAM TEN/"Mission: Impossible"/Epic
- BLUE SKY/"Wrapped Around Your Finger"/Banner Works
- LESLIE DRAYTON/"Monday Afternoon"/Optimism/Esoteric
- SONYA ROBINSON/"Reflections Of Love"/Columbia
- VITAL INFORMATION/"Johnny Cat"/Columbia
- PASSPORT/"Playing Games"/Atlantic
- HUGH MASEKELA/"Serengeti"/Warner Brothers
- JONATHAN BUTLER/"High Tide"/Jive
- BOBBY McFERRIN/"From Me To You"/Blue Note
- BILL BRUFORD'S EARTHWORKS/"Up North"/Editions E.G.

### Fusion Front Row

Next weekend, the 9th Annual "Playboy Jazz Festival" will take place at the Hollywood Bowl with Bill Cosby hosting. Among the performers are Kenny G., George Benson, Branford Marsalis, Sarah Vaughn and the Count Basie Orchestra.

Join the FUSION 40 Radio Network, Call (213) 854-4475 and ask for Linda, Robert, or Alexa.



This chart reflects listener response to FUSION 40 and is compiled from information provided by our affiliates and assembled by Scott Galloway





Continued from Page 47

**"Health Care"****Public Interest Affiliates**

Host: Hope Daniels  
 Length: 30 Minutes  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Tape  
 Program began airing: 10/16/81  
 Affiliates: 140

*Preventative medicine, medical controversies and the latest treatments heard every week from patients, researchers and experts, sound effects, music, and actualities.*

**"Inside Business"****CBS**

Producer: Nancy Johns  
 Host: Geoff Colvin  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite/cassette  
 Affiliates: 17

*In-depth reports on major companies. Their strategies, successes, failures, and their managers. Interesting profiles of business leaders by Geoff Colvin of Fortune magazine.*

**"Keeping Fit"****Continuum Radio Network**

Producer: Continuum Radio Network  
 Host: Deanna Baron  
 Length: 90 Seconds  
 Terms: Barter/cash  
 Programs/week: 10  
 Delivery via: Tape/satellite  
 Program began airing: 7/15/82  
 Affiliates: 123

*90-second features, news, and interviews on all aspects of fitness, nutrition, and health.*

**"Managing Your Money"****CBS**

Producer: Nancy Johns  
 Host: Paul Hencke  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite/cassette  
 Affiliates: 22

*Provides current, hard-hitting reports on money, business, financial planning, all with the consumer in mind.*

**MOTHER EARTH NEWS****"Mother Earth News"****Jameson Broadcast**

Host: Jamie G. Jameson  
 Length: 2 Minutes  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Disc  
 Program began airing: 7/1/78  
 Affiliates: 425

*How-to information and country wisdom on gardening, cooking, building houses, rural property, crafts, self-reliant living, from the editors of Mother Earth magazine.*

**"On Fitness"****CBS**

Producer: Nancy Johns  
 Host: Dr. Gabe Mirkin  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite/cassette  
 Affiliates: 21

*Offers tips on getting and staying in shape. Mr. Mirkin offers advice on exercise, diet, nutrition, and training.*

**"Personal Business Reports"****Feature Radio Inc.**

Producer: Sherman M. Robbins  
 Host: John Meagher  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Tape  
 Program began airing: 3/5/84  
 Affiliates: 90

*Lifestyle business program on how to make the most of your money, from Business Week magazine, the creator of the "personal business" concept.*

**"Personal Finance Digest"****James Paul Brown Entertainment****Prevention® HEALTH REPORT****"Prevention Health Report"****Jameson Broadcast**

Producer: Jameson Broadcast  
 Host: Robert Osgood  
 Length: 2 Minutes  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Disc  
 Program began airing: 7/1/82  
 Affiliates: 322

*News and information on personal health, nutrition and fitness. Concise, fact-packed reports from the editors and staff of Prevention magazine.*

**"Real Estate Action Line"****Associated Press**

Producer: Sonny Bloch  
 Host: Sonny Bloch  
 Length: 2 Hours  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Satellite  
 Program began airing: 1986  
 Affiliates: 15

*Two-hour call-in radio show devoted to the real estate market. Hosted by the developer Sonny Bloch, for Sunday airing.*

**"Report On Medicine"****CBS**

Producer: Nancy Johns  
 Host: Mel Granick  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite/cassette  
 Affiliates: 17

*Updates listeners on new medical advances. Covers breakthroughs in research and highlights studies which affect our health.*

**"Report On Travel"****CBS**

Producer: Nancy Johns  
 Host: Steve Birnbaum  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite/cassette  
 Affiliates: 23

*Travel tips and advice on well-known travel destinations as well as little known hideaways. Reports cover air-line rates, charters, and traveler problems.*

**"Sally Jessy Raphael Show"****NBC**

Producer: Sheila Jaskot  
 Host: Sally Jessy Raphael  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 11/1/81  
 Affiliates: 228

*General advice telephone talk show.*

**"Sexually Speaking"****NBC**

Producer: Susan Brown  
 Host: Dr. Ruth Westheimer  
 Length: 2 Hours  
 Terms: Cash  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Satellite  
 Affiliates: 65

*Call-in advice program dealing explicitly with sexual matters and personal relationships.*

**"Sound Advice"****ProMedia**

Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Tape  
 Program began airing: 1977  
 Affiliates: 150

*Advice on audio equipment.*

**"Speaking Of Health"****CBS**

Producer: Nancy Johns  
 Host: Dr. Steven Andrew Davis  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite/cassette  
 Affiliates: 25

*Reports feature topics in family medicine and preventive medicine, explaining health problems, and hazards in laymen's terms.*

**"Bruce Williams Show"****NBC Talknet**

Producer: Dick Brennan  
 Host: Bruce Williams  
 Length: 3 Hours  
 Terms: Barter  
 Programs/week: 5  
 Program began airing: 11/1/81  
 Affiliates: 288

*General advice telephone talk show focusing on money questions.*

**"Working Out"****Jameson Broadcast**

Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Program began airing: 10/1/86  
 Affiliates: 125

*Fast-paced, highly produced sports/fitness features, with tips from coaches, trainers, athletes, and sports-med professionals on how to work out more effectively.*

**SURVEY RESPONSE #7:**

# How Many Hours Of Outside Programming Does Your Station Air Each Week?

- Up to five hours — 41%
- 5-9 hours — 32%
- 10 or more hours — 27%

Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.

**"Yes You Can"****Infocom**

Host: Dr. Norman Vincent Peale  
 Length: :90  
 Terms: Free  
 Programs/week: 5  
 Delivery via: Tape  
 Program began airing: 11/3/86  
 Affiliates: 230

*The Peales give solid, personal, how-to information (i.e. how to turn negatives into positives) in a reassuring and compelling manner.*

**"The Bllmp"****ProMedia**

Host: Paul Taylor  
 Length: 1 Minute  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Tape  
 Program began airing: 1972  
 Affiliates: 125

*Information features covering interesting, offbeat news, mixing in comedy, sfx, and music.*

**"Classic Adventures"****North America One**

Producer: Joe Koelsch  
 Host: Joe Koelsch  
 Length: 30 Minutes  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 8/10/86

*A chapter a day reading of classic books.*

**"Discovering Tomorrow"****James Paul Brown Entertainment****"Earth News Radio"****Westwood One/Mutual Radio**

Producer: Westwood One/  
 Stephen Peeples  
 Host: Joel Denver  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 10  
 Delivery via: Disc/satellites  
 Program began airing: 3/73  
 Affiliates: 250

*Twice-daily interview feature spotlighting the hottest personalities in movies and music.*

**NEWS FEATURES****"Rona Barrett's Entertainment Report"****Westwood One/Mutual**

Producer: George Archaves/Bill Royce  
 Host: Rona Barrett  
 Length: 2:30  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 3  
 Delivery via: Satellite  
 Program began airing: 4/15/85  
 Affiliates: 250

*The latest news from the glittering world of entertainment, featuring America's best-known show business reporter.*

# ENTERTAINMENT UPDATE

## "Entertainment Update"

### CBS Radio

Producer: Kris Stevens Enterprises  
Host: Frank Andrews  
Length: 2 Minutes  
Terms: Barter  
Programs/week: 5  
Delivery via: Satellite  
Program began airing: 1983  
Affiliates: 200

An upbeat daily report on the glamour world of entertainment.

## "Forbes Magazine Report"

### Radio Works

Host: Charleye Wright  
Length: 60, 90 Seconds  
Terms: Barter  
Programs/week: 5  
Delivery via: Tape

Business news you won't hear on Wall Street. Meaningful, contemporary, mass-appeal, lifestyle business information gives your listeners something they can use.

## "Harris In Hollywood"

### Radio Works

Host: Bill Harris  
Length: 60 Seconds  
Terms: Barter  
Programs/week: 5  
Delivery via: Tape

Daily, fun-filled enjoyable features chock full of firsthand information on current movie and video releases, inside information about films, TV and people.

## "Hollywood Report"

### Associated Press

Producer: Susanne Whatley  
Host: Susanne Whatley  
Length: One minute  
Terms: Barter  
Programs/week: 5  
Delivery via: Satellite  
Program began airing: 3/85

The inside scoop on what's going on in tinseltown, including interviews.



## "Hotline To Hollywood" American Entertainment Of California

Producer: J.C. McKenzie  
Host: James St. James  
Length: 90 Seconds  
Terms: Cash  
Programs/week: 1  
Number of runs:  
Delivery via: Telephone  
Program began airing: 10/13/84

The only daily live telephone show from Hollywood featuring news, reviews and entertainment features mixed with the unique style of James St. James.

## "Like Only Yesterday"

### Westwood One/Mutual

Producer: Mutual/George Achaves  
Host: Dick Rosse  
Length: 90 Seconds  
Terms: Barter  
Programs/week: 5  
Number of runs: 3  
Delivery via: Satellite  
Program began airing: 5/10/86  
Affiliates: 100

A look back at today in history, featuring fascinating archive tape from the past.

## "Mutual Of Omaha's Nature Newsbreak" NPR/National Wildlife Federation

Producer: National Wildlife Federation  
Host: Jim Fowler  
Length: One minute  
Terms: Free  
Programs/week: 5  
Program began airing: 1/6/86  
Affiliates: 800

Daily radio feature on nature and wildlife. The entertaining, informative program is hosted by leading wildlife expert Jim Fowler.

## "Newsweek On-Air"

### Associated Press

Producer: W. Levinson & D. Alpern  
Host: W. Levinson & D. Alpern  
Length: 1 hour  
Terms: Barter  
Programs/week: 1  
Delivery via: Satellite  
Program began airing: 9/85

The news from Newsweek including interviews with major news makers.

## "Radio Links Entertainment"

Producer: Lori Lerner/Mic McCabe  
Host: Lori Lerner  
Length: Variable  
Terms: Free  
Programs/week: 1  
Program began airing: 06/85

In-studio pre-produced interviews with major stars, along with audio clips of current film releases. Stations can chop up the features, pull actualities, etc.

## "Radioscope: The Entertainment Magazine Of The Air"

### Bailey Broadcasting

Producer: Lee Bailey  
Host: Lee Bailey  
Length: 5 Minutes  
Terms: Barter  
Programs/week: 5  
Number of runs: 2  
Delivery via: Tape  
Program began airing: 5/83  
Affiliates: 96

Entertainment and news information for the Urban Contemporary audience.

## "Jim Slade's World"

### Westwood One/Mutual

Producer: Jim Slade  
Host: Jim Slade  
Length: 2:30  
Terms: Barter  
Programs/week: 5  
Number of runs: 3  
Delivery via: Satellite  
Program began airing: 9/3/84  
Affiliates: 125

Comments, often wry, always interesting from Mutual's globe-trotting diplomatic correspondent.

## "Star Spots"

### MCA Radio

Producer: Teleprograms  
Host: A. Garner, B. Paul  
Length: 90 Seconds  
Terms: Barter  
Programs/week: 5  
Number of runs: 1  
Delivery via: Disc  
Program began airing: 10/86  
Affiliates: 135

Music and entertainment news.

## "This Day In History"

### CBS

Producer: Nancy Johns  
Host: Stan Burger  
Length: One minute  
Terms: Cash  
Programs/week: 7  
Delivery via: Satellite or cassette  
Program began airing: 12/31/85  
Affiliates: 26

Highlights historical events occurring each day in history. Each report contains an actuality of an historical event.

# THE TRAVEL HOLIDAY MAGAZINE

## "Travel Holiday Magazine"

### Clayton Webster

Producer: Dan Randant  
Host: Elaine Viets  
Length: 90 Seconds  
Terms: Barter  
Programs/week: 5  
Delivery via: Tape  
Program began airing: 11/3/86  
Affiliates: 161

In conjunction with Travel-Holiday magazine, show presents important and unknown information on destinations.

## "Unexplainable"

### Radio Works

Length: 5 Minutes  
Terms: Cash  
Programs/week: 5  
Delivery via: Tape

An exciting dramatized series of five minute radio features that depict mysterious and mind-boggling events for which no rational explanation seems to exist.



## "USA Today Radio Data Reports"

### Gannett News Media/ ABC Radio Networks

Length: 30-40 Paragraphs  
Terms: Cash  
Programs/week: 5  
Delivery via: Personal computer/  
satellite  
Program began airing: May 1986  
Affiliates: 150

A daily data service from USA Today spotlighting the hottest 30-40 stories that are the talk of the country. Available 11pm Eastern based on the next day's paper.

## "Weatherwords"

### Radio Shorts

Producer: Russell S. Cole  
Host: Walt McKeown  
Length: 2 Minutes  
Terms: Cash  
Programs/week: 5  
Number of runs: 2  
Program began airing: 10/6/86

Each Weatherwords program blends folklore and fact, science and humor into an entertaining and informative package to give listeners an understanding of weather.

## "Wheels — Great American Songs"

### Otis Conner

Producer: Otis Conner  
Host: Jim White  
Length: 12 Hours  
Terms: Cash  
Programs/week: 1  
Delivery via: Tape  
Affiliates: 100

A 12-hour musical salute to the car and the American lifestyle. Every hit car-tune over the past 30 years is featured.

## "When Radio Was"

### Radio Spirits

Producer: Carl Amari  
Host: Carl Amari  
Length: 1 Hour  
Terms: Cash  
Programs/week: 5  
Number of runs: 10  
Delivery via: Satellite  
Program began airing: 8/21/86

Old time radio programs from the '30s, '40s, and '50s.

## "Wireless Flash"

### Copley Radio Network

Producer: Patrick Glynn  
Terms: Cash  
Delivery via: Tape  
Program began airing: 9/11/80  
Affiliates: 1100

Audio accompaniment to "Wireless Flash" printed news service.

PRODUCTION/  
SOUND EFFECTS/  
MUSIC  
LIBRARIES

## "AC Safest Oldies Library" Music Director Programming

Terms: Cash  
Delivery via: Tape  
30 reels containing 751 auditorium tested, safest AC oldies from 1955 thru 1983.

## "AC Weekly Music Supply Service"

Music Director Programming  
Terms: Cash  
Delivery via: Tape  
Program began airing: 12/14/73  
Affiliates: 425

Stations receive one reel-to-reel of AC music every week, plus our AC playlist. Great for stations with poor record service.

## "Basic Gold Pop Oldies Library"

Music Director Programming  
Terms: Cash  
Delivery via: Tape  
1800 oldies from the '50s, '60s, '70s and '80s on 77 reels. Stations can purchase entire library or pick and choose reels.

## "CHR Safest Oldies Library" Music Director Programming

Terms: Cash  
Delivery via: Tape  
13 reels. 300 CHR auditorium tested safest oldies. Spanning 1964 thru 1983.

## "Christmas Music Library" Music Director Programming

Terms: Cash  
Five reels contain 163 hits and traditional Christmas music, plus rotation hits.

## "Country Gold Oldies Library"

Music Director Programming  
Terms: Cash  
Delivery via: Tape  
56 reels with 1700 Country hits from 1950 through 1986. Individual reels available or entire library can be purchased.

## "Damn Good Programmers Library"

Music Director Programming  
Terms: Cash  
Delivery via: Tape  
A "good music" package of records that sound great on the radio. Heavy with staple artists. 271 songs on nine reels.

## "Digital Production Library" FirstCom

Producer: Jim Long/Ken Nelson  
Terms: Cash  
Delivery via: CD or disc  
Program began airing: 8/85  
Affiliates: 400  
The first production library with all new music and effects, all recorded and mastered exclusively for the new technology of CDs.

## "Escape"

### Brown Bag Productions

Terms: Cash  
Delivery via: Tape  
Program began airing: 9/1/85  
Affiliates: 50  
Production library for all formats.



## "Gold Plus"

### Far West Communications

Producer: Ray Oresco  
Terms: Cash  
Delivery via: Tape  
Program began airing: 4/1/79  
Affiliates: 18  
An overall programming concept, targeted 25-54, and designed for full automation or live-assist, featuring a base of contemporary gold.



Continued from Page 49

**"Goldmine"****Drake-Chenault**

Terms: Cash

Thousands of songs in your format choice to create your own oldies special or music library.

**"Goldmine — CD"****Drake-Chenault**

Terms: Cash

100 Contemporary oldies on compact disc.



The Mother Lode of Music's Top Hits Since 1964.

**"Goldpicks"****Programming Consultants**

Terms: Cash

Delivery via: Tape

Program began airing: 1981

Affiliates: 125

Top 1000 gold hits since 1954. Ideal as a source library for cutting those "gems" you have been looking for. Used by major radio groups.

**"Master Service"****Far West**

Producer: Scott Stevens

Terms: Cash

Delivery via: Tape

Program began airing: 11/1/82

Affiliates: 49

Taped music library of exceptional audio quality, covering the majority of hits from the mid-'50s through today, ready to go cart with over 1500 oldies.

**"The NEW****Production Library"****Airforce Broadcast Services**

Length: 30 discs initially, 12 new

Terms: Lease

Delivery via: Disc/CD

Program began airing: 1985

Affiliates: 150

Contemporary production music library for radio commercial production and promotion — exclusive rights in market.

**"Radio Production Service"****Bill Rogers**

Terms: Cash

Delivery via: Tape

Program began airing: 7/1/86

Affiliates: 8

Station sends brief commercials/promos via electronic mail. Gets

finished ads back next morning for great specs and promos.

**"Rock Trax"****Brown Bag Productions**

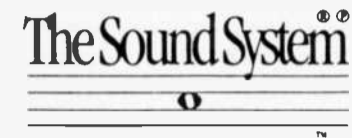
Terms: Cash

Delivery via: Tape

Program began airing: 7/1/84

Affiliates: 100

CHR/AOR production library.



MusicForAdvertising, MusicForTelevision, MusicForRadio.

**"The Sound System"****Otis Conner**

Terms: Cash

Delivery via: Disc

Affiliates: 150

A highly saleable commercial music production library. Totally written and produced by Clio award winner and national jingle writer Otis Conner.

**"Starfire"****Brown Bag Productions**

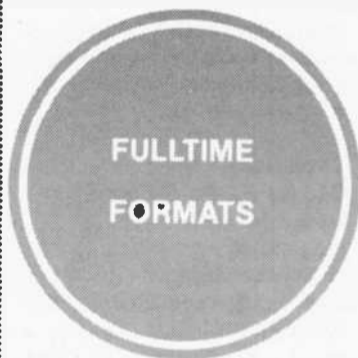
Terms: Cash

Delivery via: Tape

Program began airing: 9/1/85

Affiliates: 100

Contemporary production library.

**"A/CHR"****Far West Communications**

Producer: Ray Oresco

Terms: Cash

Delivery via: Tape

Program began airing: 6/1/85

Affiliates: 7

A/CHR is the acronym for Adult Contemporary Hit radio, an overall programming concept targeted to music-conscious adults 18-34, featuring the cream of today's music without the extremes.

**"Adult Alternative"****Alternative Programming**

Terms: Cash

Programs/week: 2

Delivery via: Tape

Program began airing: 8/1/85

Affiliates: 30

Adult Alternative is an MOR format with a target demo of 25-45.

**"Adult Contemporary"****Kalamusic**

Producer: Dan Chamberlain

Terms: Cash

Delivery via: Tape/carts

Program began airing: 10/84

Affiliates: 6

Targeted 25-49. A thoroughly researched mix of currents, recurrences and oldies.

**"Adult Contemporary"****Programming Consultants**

Terms: Cash

Delivery via: Tape

Program began airing: 1977

Affiliates: 50

A 25-49 targeted AC music service.

**"All Star Country"****Peters Productions**

Terms: Cash

Delivery via: Tape

A hit-based Country music format, with flexibility to create a contemporary, modern, or traditional country music mix. Music is categorized by year and image.

**"Alpha Light AC Vocals"****Bonneville**

Delivery via: Tape

Foreground, all-vocal, original light AC format featuring favorite selections from the '60s, '70s and '80s. Four tape category rotation pattern.

**"Beautiful Alternative"****Alternative Programming**

Terms: Cash

Programs/week: 2

Delivery via: Tape

Program began airing: 8/1/85

Affiliates: 18

Easy listening format. Features original performances by the original artists.

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

Producer: Torey Malatia

Length: 11 Hours Daily

Terms: Cash

Programs/week: 7

Delivery via: Satellite

Program began airing: 7/30/86

Affiliates: 55

Timely varied hours of classical music (with opportunities for local

breaks and customized announcements) providing a night, overnight &amp; daypart service.

**"CNN News"****Transtar**

Length: 24 Hours

Terms: Cash

Delivery via: Satellite

Affiliates: 135

Live, 24 hour news.

**Churchill Productions****"Churchill Easy Listening"****Churchill**

Producer: Tom Churchill, P. Stout

Terms: Cash

Delivery via: Tape

Program began airing: 1/1/78

Affiliates: 33

Matched flow easy listening service aimed at the 25-54 demo. Content is 25% vocal and 75% instrumental.

**"Classic A/C — Lite Hits"****RPM Radio Programming & Management**

Host: Custom major market voice production included.

Terms: Cash

Delivery via: Analog or digital tape

Features digitally recorded soft A/C hits with full control over title age and format blend. RPM computer-assisted music library permits custom design for each market.

**"Classical Music Format Service"****Beethoven Satellite**

Producer: Torey Malatia

Host: Torey Malatia, Evans Mirageas, Kate Remington

Length: 11 Hours

Terms: Cash

Programs/week: 1

Number run times: 1

Delivery via: Satellite

Program began airing: 7/29/86

Affiliates: 38

BSN offers night and overnight modules of announced Classical music programming. Completely localized and sponsorable (4 one-minute avails/hour).

**"Classics 'Til Dawn"****Airwaves Radio**

Host: Chris Clausen

Terms: Cash

Programs/week:

Delivery via: Disc

Familiar Classical hits. Music from CDs and digital stereo. A late night/overnight hosted program.

**"Concept 1, Adult Contemporary"****Concept Productions**

Producer: Concept Productions

Terms: Cash

Delivery via: Tape

Program began airing: 1/1/77

Complete radio format includes the best in AC music and up to five major market personalities doing new shows daily with proven 25-49 success.

**"Concept 2, CHR"****Concept Productions**

Producer: Concept Productions

Terms: Cash

Delivery via: Tape

Program began airing: 1/1/75

Complete radio format includes best in CHR and up to five major market personalities doing new shows daily with proven success 18-34.

**"Concept 4, Country"****Concept Productions**

Terms: Cash

Delivery via: Tape

Program began airing: 1/1/78

Complete radio format includes best in Country music and up to five major market personalities doing new shows daily with proven 18-34 success.

**"Concept 5, Contemporary MOR"****Concept Productions**

Length: 24 Hours

Terms: Cash

Delivery via: Tape

Program began airing: 1/1/85

Complete radio format includes best in uptempo and soft AC music and up to five major market personalities doing new shows daily. Proven success 35-64.

**"Country Coast-To-Coast"****Satellite Music Network**

Producer: Satellite Music Network

Terms: Barter/Cash

Delivery via: Satellite

Program began airing: 8/31/81

Affiliates: 235

An upbeat contemporary Country format, focusing on today's hits, yet paying tribute to the favorite tunes and beloved Country stars of yesterday.

**"Constant Country Hits"****JSA**

Producer: Al Gordon

Terms: Cash

Affiliates: 10

Modern Country format.

# All The Bells & Whistles At A Whiz-Bang Price

We're introducing **Techsonics™**, the New Affordable Electronic Production Library from SP Sound Productions. Compare **Techsonics™** with premium-priced packages, and you wonder why they're asking so much. **Techsonics™** is perfect for CHR, A/C, AOR and urban formats. Advertisers love this new high-fashion sound. Stations savor its flexibility...and oh, that price! So why pay more? Our bells and whistles have already won awards at the International Film and TV Festival, the Tellys and the Addys. Experience the "fresh innovative" sounds of **Techsonics™** on your station. Now on Y-100, WGH, 99GFM, WKSS and others. Call 804-547-4000.

The New Affordable Electronic Production Library



**"Contemporary Christian"**  
**Alternative Programming**

Terms: Cash  
 Programs/week: 1  
 Delivery via: Tape  
 Program began airing: 8/1/85  
 Affiliates: 10  
*Format features current chart material as well as conservative recent hits.*

**"Contemporary Easy Listening"**  
**RPM**

Terms: Cash  
 Delivery via: Tape  
*Features a digitally mastered library of soft original artist AC vocals with custom recorded and imported instrumentals. 10 music categories.*

**"Country"**  
**The Programming Consultants**

Terms: Cash  
 Delivery via: Tape  
 Affiliates: 55  
*Familiar, favorite songs in this contemporary format that locks you into the 25-54 demo for good.*

**"Country Alternative"**  
**Alternative Programming**

Terms: Cash  
 Programs/week: 2  
 Delivery via: Tape  
 Program began airing: 8/1/85  
 Affiliates: 20  
*Country format designed to be as modern or traditional as needed.*

**"Custom Blend"**  
**Kalamusic**

Producer: William J. Wertz  
 Terms: Cash  
 Delivery via: Tape/carts  
 Affiliates: 6  
*Music is custom blended from Kalamusic's 100,000 selection library to meet special positioning and competitive situations.*

**"Easy Contemporary"**  
**Peters Productions**

Terms: Cash  
 Delivery via: Tape  
*A popular music format. Softer than today's AC formats, yet familiar and lively featuring hit music from the '60s, '70s and '80s.*

**"Easy Hits I & II"**  
**JSA**

Producer: Jay Stevens  
 Terms: Cash  
 Delivery via: Tape  
 Affiliates: 25  
*Standard AC and Lite Hits formats.*


**"Easy Listening"**  
**Programming Consultants**

Terms: Cash  
 Delivery via: Tape  
 Affiliates: 40  
*Currently generating large shares in major markets and highly competitive situations. Markets include San Francisco, Toronto, El Paso.*

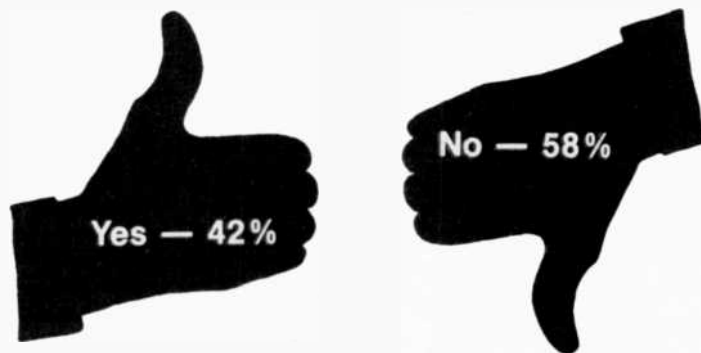
**"Easy Listening — Matched Flow"**  
**Bonneville**

Delivery via: Tape  
 Affiliates: 32  
*An extensive library featuring 200+ hours dayparted and programmed in 13-minute segments. Supported by ongoing music research and custom music.*

**SURVEY RESPONSE #8:**



**Does Your Station Carry Any Short-Form Programming?**



Survey based on responses from R&R reporting stations, representing trends at the nation's leading music radio stations.

**"Format 41"**

**Transtar**  
 Terms: Cash  
 Delivery via: Satellite  
 Program began airing: 5/84  
 Affiliates: 125  
*Light Adult Contemporary music featuring artists like Barbra Streisand, Neil Diamond, Simon & Garfunkel. Live personalities, 24 hours a day.*

**"The Great Hits"**

**JSA**  
 Producer: Jay Stevens  
 Terms: Cash  
 Delivery via: Tape  
 Program began airing: 1981  
 Affiliates: 12  
*Rock Oldies.*

**"Great Ones"**  
**Peters Productions**

Terms: Cash  
 Delivery via: Tape  
*A classic MOR format combining the hit music of the '50s & '60s with soft hits of the '70s & '80s.*

**Heart & Soul**

**"Heart & Soul"**  
**Satellite Music Network**

Terms: Barter/Cash  
 Delivery via: Satellite  
 Affiliates: 33  
*The unique new format of the '80s, evoking instant memories from the era today's affluent adults grew up in, with the music of Diana Ross, Marvin Gaye, etc.*

**"Hot Country Hits"**

**Kalamusic**  
 Producer: Steve Trivers  
 Terms: Cash  
 Delivery via: Tape/carts  
 Program began airing: 10/83  
 Affiliates: 6  
*Format targets the 25-54 country fan with a thoroughly researched mix of current, recurrent and oldies*

**INTERSTATE SATELLITE NETWORK**

**"Interstate Satellite Network"**

Producer: Dave Armstrong, Gem O'Brien  
 Terms: Barter/Cash  
 Delivery via: Satellite  
 Program began airing: 6/1/86  
*Provide your audience the best in Contemporary Christian music. Live 24 hours a day, hosted by major market personalities. Network news included.*

**"Lite Contemporary"**

**Kalamusic**  
 Producer: William J. Wertz  
 Terms: Cash  
 Delivery via: Tape/carts  
 Program began airing: 10/81  
 Affiliates: 12  
*Targeted to 25-54 demographic. Features current and recurrent lite oldies hits. Carefully programmed to reach an upscale audience.*

**"Middle Of The Road"**  
**Programming Consultants**

Terms: Cash  
 Delivery via: Tape  
 Program began airing: 1981  
 Affiliates: 20  
*A 35+ format featuring the greatest adult standards of the past 40 years. From the big band era to today's adult favorites.*

**MUSIC COUNTRY**  
 Radio Network <sup>SM</sup>

**"Music Country Radio Network"**  
**Associated Press**  
 Producer: Charlie Douglas & WSM/Nashville  
 Host: Charlie Douglas  
 Length: 8 Hours  
 Terms: Barter/Cash  
 Programs/week: 7  
 Delivery via: Satellite  
 Program began airing: 4/1/82  
 Affiliates: 80

*MCRN features 8 hours of music, trivia, talk, interviews, news, sports, and weather. Nightly live from WSM/Nashville, featuring the top Country stars talking.*

**"Music . . . Just For The Two Of Us"**  
**Peters Productions**

Terms: Cash  
 Delivery via: Tape  
*A leading beautiful music/Easy Listening format for 15 years. Dayparted and contemporary instrumentals to create a comfortable music mix.*

**"Natural Sound"**  
**Peters Productions**

Terms: Cash  
 Delivery via: Tape  
*A unique adult music format combining soft AC and lite Country, creating a mass appeal image that is easy to listen to and sell.*

**"Nostalgia"**  
**Alternative Programming**

Terms: Cash  
 Programs/week: 2  
 Delivery via: Tape  
 Program began airing: 8/1/85  
*Nostalgia format that can center on either the Big Band era or the Fifties.*

**"The Oldies Channel"**

**Transtar**  
 Producer: Transtar  
 Delivery via: Satellite  
 Program began airing: 5/86  
 Affiliates: 100  
*The greatest hits of the '50s, '60s, and '70s with live personalities, 24 hours per day.*

**POWER ONE**

**"Power One"**  
**Churchill Productions**

Producer: Tom Moran  
 Terms: Cash  
 Delivery via: Tape  
 Program began airing: 9/1/86  
 Affiliates: 3  
*Custom designed playlist format for all contemporary formats. Soft AC to CHR.*

**"Prime Demo"**  
**Programming Consultants**

Terms: Cash  
 Delivery via: Tape  
 Program began airing: 1985  
 Affiliates: 40  
*Playing the greatest hits of the '60s, '70s, and '80s. A light AC format. Strong at attracting 30+ targeted to meet your needs.*

**Primetime**

**"Primetime"**  
**Winton Communications**  
 Producer: Bill Dutcher  
 Terms: Cash  
 Delivery via: Tape/Carts  
*Targeted to 35+, Primetime features hits from the past 40 years. Over 2000 titles with monthly updates.*

**Pure Gold**

**"Pure Gold"**  
**Satellite Music Network**  
 Terms: Barter/Cash  
 Delivery via: Satellite  
 Program began airing: 4/11/86  
 Affiliates: 59  
*Great live oldies radio, presenting the greatest hits of the '50s and '60s, with a flavoring of the best of the '70s.*

**"Radio One"**  
**Churchill Productions**  
 Producer: Tom Moran  
 Terms: Cash  
 Delivery via: Tape  
 Program began airing: 1/1/82  
 Affiliates: 20  
*A pre-blended light rock AC music supply. 30% current, 70% gold. Targeted at 25-34.*

**Rock 'n' Hits**

**"Rock 'N' Hits"**  
**Satellite Music Network**  
 Terms: Barter/Cash  
 Delivery via: Satellite  
 Program began airing: 1/13/84  
 Affiliates: 50  
*A maximum hits top 40 format, featuring the hottest music, the most sensational stars, plus a dash of popular recurrences and rock oldies.*

**"Signature Sound"**  
**Winton Communications**  
 Producer: Ed Winton  
 Terms: Cash  
 Delivery via: Tape/Carts  
*Modern EZ listening format with designed combination of matched pairs and rotations to alleviate listener boredom.*

**StarStation**

**"Star Station"**  
**Satellite Music Network**  
 Terms: Barter/Cash  
 Delivery via: Satellite  
 Program began airing: 8/31/81  
 Affiliates: 177  
*An entertaining Adult Contemporary format with an easy, sophisticated style, combining the most popular new hits, the most appealing recurrences, and best oldies.*

Continued from Page 51

**"Stardust"****Satellite Music Network**

Terms: Barter/Cash  
 Delivery via: Satellite  
 Program began airing: 5/6/82  
 Affiliates: 121

A one-of-a-kind nostalgia format which brings back the great bands of the '40s and the fabulous pop music of the '50s.

**"Strz All Night"****Sheridan**

Producer: Chuck Woodson  
 Host: Eric Faison, Lee Woodruffe  
 Length: 6 Hours  
 Terms: Barter  
 Programs/week: 7  
 Number run times: 1  
 Delivery via: Satellite  
 Program began airing: 6/1/83  
 Affiliates: 48

The ultimate Urban overnight music program, Monday through Sunday, midnight to 6am, Eastern.

**"Stereo Rock"****Programming Consultants**

Terms: Cash  
 Delivery via: Tape  
 Program began airing: 1972  
 Affiliates: 35

A 15-year old winner and the hot CHR format. Perfectly targeted to your audience because you can control the mix, dayparting and more.

**"Super Hits"****Peters Productions**

Terms: Cash  
 Delivery via: Tape  
 An adult rock format with the flexibility to target 18-34 or 18-44 with hits, recurrents, power gold, rock gold, adult gold and classic albums.

**"Super AC"****Alternative Programming**

Terms: Cash  
 Delivery via: Tape  
 Program began airing: 8/1/85  
 Affiliates: 15

A modern CHR format with various oldie options. 108 tapes with eight update tapes per month.

**"Today's Easy Listening"****Kalamusic**

Producer: William J. Wertz  
 Terms: Cash  
 Delivery via: Tape/Carts  
 Program began airing: 6/72  
 Affiliates: 36

Targeted to the upscale 25-54 demographic. The format includes original vocals and instrumentals of which many are custom recordings.

**"Transtar's Adult Contemporary"****Transtar**

Terms: Cash  
 Delivery via: Satellite  
 Program began airing: 1982  
 Affiliates: 100

Adult Contemporary music featuring the greatest hits of the '60s, '70s, and '80s with live personalities, 24 hours per day.

**"Transtar's Country"****Transtar**

Terms: Cash  
 Delivery via: Satellite  
 Program began airing: 2/84  
 Affiliates: 150

Modern Country music blended with traditional favorites. Live personalities, 24 hours per day.

**"True Country"****Far West Communications**

Producer: Paul Ward  
 Terms: Cash  
 Delivery via: Tape  
 Program began airing: 10/1/86  
 Affiliates: 9

An overall programming concept targeted 35+, solely dedicated to traditional C&W music from the late '40s through the '70s.

**"Ultimate AC"****Peters Productions**

Terms: Cash  
 Delivery via: Tape  
 A flexible AC format with five gold categories and three current music categories for creating light, mainstream, hot, or gold AC mixes.

**"Ultra Easy Listening"****Bonneville**

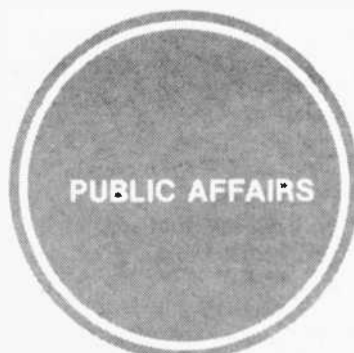
Producer: Bonneville/Darrel Peters  
 Delivery via: Tape  
 Program began airing: 1/2/87  
 Affiliates: 90

Bonneville's random select easy listening format contains hundreds of exclusive custom instrumental arrangements combined with popular vocals.

**"Z-Rock"****Satellite Music Network**

Terms: Barter/cash  
 Delivery via: Satellite  
 Program began airing: 9/1/86  
 Affiliates: 3

A true hard rock format, presenting a sizzling mix of new music from the most electrifying rock acts. Also featuring cuts from legendary albums.

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

Producer: Craig Warner  
 Host: Jim Bohannon  
 Length: 1 Hour  
 Terms: Barter

Programs/week: 5

Number of runs: 1

Delivery via: Satellite

Program began airing: 9/17/84

Affiliates: 275

Award-winning magazine, features the latest and most interesting information on news, sports, medicine, etc. Plus live interviews and hard-hitting reports.

**"American Focus"****Focus On Youth Radio**

Host: Steve Kamer  
 Length: 30 Minutes  
 Terms: Barter  
 Programs/week: 1  
 Number of runs: 1  
 Delivery via: Tape  
 Program began airing: 4/1/74  
 Affiliates: 300

30-minute public affairs interview program featuring leaders from the worlds of politics, entertainment, and media.

**"Baptist Hour"****Radio & Television Commission**

Producer: Joe Lusk  
 Host: Derwood Rowell  
 Length: 28 Minutes  
 Terms: Free  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc/tape  
 Program began airing: 9/5/41  
 Affiliates: 385

Inspirational music, brief messages by prominent preachers.

**"Bestsellers In Review"****Associated Press**

Producer: Martin Levin  
 Host: Martin Levin  
 Length: :90  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 1/80

The New York Times Book Review columnist offers a review of the best on the bookshelves.

**"Black Women:****A Portrait Of Dignity"**

**Syndicate It**  
 Host: Multiple  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 7  
 Number of runs: 2  
 Program began airing: 2/1/83  
 Affiliates: 120

A series of vignettes for Black History Month, which chronicles the great achievements and contributions of great black women throughout history.

**"Competitive Edge"****Associated Press**

Producer: Jack Doniger  
 Host: Jack Doniger  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Satellite  
 Program began airing: 1/75

The AP Network sports team goes beyond the daily results to focus on personalities and unusual stories.

**"Consumer Watch"****Associated Press**

Producer: Cynthia Hecht  
 Host: Cynthia Hecht  
 Length: :60  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Satellite  
 Program began airing: 1/77  
 Advice for the consumer.

**"Country Crossroads"****Radio & Television Commission**

Producer: Eddie Reed  
 Host: Clower, Mack  
 Length: 28 Minutes  
 Terms: Free  
 Programs/week: 1  
 Number of runs: 2  
 Delivery via: Disc/tape  
 Program began airing: 10/17/69  
 Affiliates: 1400

Country music and Country artist interviews mixed with soft-sell religious dialogue.

**"Customized Public Affairs"****Public Interest Affiliates**

Host: Hope Daniels  
 Length: 30 Minutes  
 Terms: Barter  
 Programs/week: 1  
 Delivery via: Tape  
 Program began airing: 11/28/82  
 Affiliates: 270

Customized public affairs that entertain. With each year's contract you receive a minimum of 20 shows created from your annual issues and problem list.

**"Environment Today"****NPR**

Producer: National Wildlife Federation  
 Host: Jay D. Hair  
 Length: 5 Minutes  
 Terms: Free  
 Programs/week: 1  
 Delivery via: Satellite  
 Program began airing: 7/86  
 Affiliates: 20+

Examines current environmental issues with experts in government, business, and conservation organizations.

**"Eye On TV"****Associated Press**

Producer: Tim Sargeant  
 Host: Tim Sargeant  
 Length: One minute  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Satellite  
 Program began airing: 6/82  
 Preview of network TV shows.

**"Face-Off"****Westwood One/Mutual Radio**

Producer: Peggy Gertzen  
 Host: Sen. Robert Dole,  
 Sen. Edward Kennedy  
 Length: 3:30  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 3  
 Delivery via: Satellite  
 Program began airing: 4/16/84  
 Affiliates: 175

Lively debate on major topics featuring Senator Edward Kennedy vs. Senator Robert Dole.

**"Flashback"****Associated Press**

Producer: David Melendy  
 Host: David Melendy  
 Length: :30  
 Terms: Barter  
 Programs/week: 7  
 Delivery via: Satellite  
 Program began airing: 10/12/86

A sound montage of voices, events, personalities, and music from past decades, recalling the events and fads of the times.

**"Home Entertainment Update"****Associated Press**

Producer: Chuck Rice  
 Host: Chuck Rice  
 Length: One minute  
 Terms: Barter  
 Programs/week: 5  
 Number of runs:  
 Delivery via: Satellite  
 Program began airing: 5/84

The latest information on VCRs, tapes, cameras, games

**"Horizon"****Associated Press**

Producer: Bob Radcliffe  
 Host: Bob Radcliffe  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Delivery via: Satellite  
 Program began airing: 6/82

National Geographic's Bob Radcliffe takes listeners to all corners of the globe in search of national wonders.

# Hymns of Praise

**"Hymns Of Praise"****Churchill Productions**

Producer: Jim Ely  
 Length: 2 Hours  
 Number of runs: Unlimited  
 Program began airing: 1/1/80  
 Affiliates: 35

A weekly Christian music program designed to air Sunday mornings. Updates are offered quarterly.

**"In The Lyons Den"****CBS**

Producer: Nancy Johns  
 Host: Jeffrey Lyons  
 Length: 90 Seconds  
 Terms: Cash  
 Programs/week: 5  
 Delivery via: Satellite/cassette  
 Affiliates: 21

Jeffrey Lyons takes listeners behind the scenes to report on films and theatre. Each report features a lively interview with actors, directors, or producers.

**"Jesse Jackson****Commentary"****Syndicate It**

Host: Rev. Jesse Jackson  
 Length: 90 Seconds  
 Terms: Barter  
 Programs/week: 5  
 Number of runs: 2  
 Delivery via: Tape  
 Program began airing: 6/1/84  
 Affiliates: 92

Rev. Jackson presents his unique perspective on the important issues facing us today, such as unemployment, apartheid, foreign policy, etc.



**"King — A Musical Tribute"****Syndicate It**

Host: Brock Peters  
Length: 3 Hours  
Terms: Barter  
Programs/week: 3  
Number of runs: 1  
Program began airing: 1/15/84  
Affiliates: 139

A King holiday special, blending relevant music, excerpts of Dr. King's speeches, and interviews with other influential Americans, all in keeping with Dr. King's philosophies.

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

Producer: Rudolph Brewington  
Host: Rudolph Brewington  
Length: 1 Hour  
Terms: Barter  
Programs/week: 1  
Number of runs: Unlimited  
Delivery via: Tape/satellite  
Program began airing: 1/19/86  
Affiliates: 50

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

**"Larry King Show"****Westwood One/Mutual**

Producer: Mutual/Pat Piper  
Host: Larry King  
Length: 6 Hours  
Terms: Barter  
Programs/week: 5  
Number of runs: 1  
Delivery via: Satellite  
Program began airing: 1/78  
Affiliates: 325

Radio's best-known, most-listened-to talk show. Overnight programming featuring interviews with the hottest names and open phone America.

**"Learning Center"****CBS**

Producer: Nancy Johns  
Host: Dr. Lonnie Carton  
Length: 90 Seconds  
Terms: Cash  
Programs/week: 5  
Number of runs:  
Delivery via: Satellite/cassette  
Affiliates: 22

Focuses on child-rearing and education issues, from teaching kids proper values to dealing with peer pressure. Deals with issues which touch our daily lives.

**"Looking At The Law"****CBS**

Producer: Nancy Johns  
Host: Neil Chayet  
Length: 90 Seconds  
Terms: Cash  
Programs/week: 5  
Affiliates: 21

Delves behind the scenes in the world of law. Listeners are presented with major facts and issues in landmark court cases which affect our daily lives.

**"MasterControl"****"Mastercontrol" Radio & Television Commission**

Producer: Chuck Ries  
Host: D. Naugle, T. Barrett  
Length: 30 Minutes  
Terms: Barter  
Programs/week: 1  
Number of runs: 2  
Delivery via: Disc/tape  
Program began airing: 4/8/59  
Affiliates: 830

Christian magazine format including interviews and entertainment.

**The Wit & Wisdom of****MELVIN BELLI****"Melvin Belli's World"****Continuum Radio Network**

Producer: Continuum Radio Network  
Host: Melvin M. Belli  
Length: 90 Seconds  
Terms: Barter/Cash  
Programs/week: 6  
Number of runs: 10  
Delivery via: Satellite/tape  
Program began airing: 6/20/85  
Affiliates: 78

Daily 90-second commentaries on current events and consumerism by the famed San Francisco attorney and author.

**"Northwestern Reviewing Stand"****Public Interest Affiliates**

Host: John Fisher/Sandy Kramer  
Length: 30 minutes  
Terms: Barter  
Programs/week: 1  
Delivery via: Tape  
Program began airing: 5/25/85  
Affiliates: 125

Dual anchored showed featuring three separate stores: Newsmaker interviews, man-on-the-street montages and celebrity actualities targeted for 25-34 demo.

**"On The Home Front"****Associated Press**

Producer: Ed Kane  
Host: Ed Kane  
Length: 60 minutes  
Terms: Barter  
Programs/week: 5  
Delivery via: Satellite  
Program began airing: 2/82  
Money and time saving tips on home improvement.

**"On-The-Beat"**

Producer: Telprograms  
Host: Steve Woods  
Length: 90 Minutes  
Terms: Barter  
Delivery via: Disc  
Program began airing: 1/83  
Affiliates: 95  
Music and entertainment news.

**"Page One"****Public Interest Affiliates**

Producer: Simon Wiesenthal Center  
Host: Richard Trank  
Length: 30 Minutes  
Terms: Barter  
Programs/week: 1  
Delivery via: Tape  
Program began airing: 1/17/85  
Affiliates: 49

Cultural news magazine featuring Contemporary Jewish issues, personalities and newsmakers.

**"Portfolio"****Associated Press**

Producer: Bob Hopper  
Host: Bob Hopper  
Length: 30 Minutes  
Terms: Barter  
Programs/week: 1  
Delivery via: Satellite  
Program began airing: 1981  
A five segment public affairs show featuring newsmakers and events around the world.

**"Powerline"****Radio & Television Commission**

Producer: Kirk Teegarden  
Host: Jon Rivers  
Length: 28 minutes

Terms: Free

Programs/week: 1  
Number of runs: 2  
Delivery via: Disc/tape  
Program began airing: 2/1/69  
Affiliates: 1220  
Top 40/Contemporary music mixed with soft-sell religious vignettes.

**"Real Estate Today"****CBS**

Producer: Nancy Johns  
Host: Brian Banmiller  
Length: 90 Minutes  
Terms: Cash  
Programs/week: 5  
Delivery via: Satellite/tape  
Program began airing: 12/31/85  
Affiliates: 27

Examines real estate trends and focuses on key industry leaders. Each report features actuality.

**"Report On Religion"****CBS**

Producer: Nancy Johns  
Host: Richard Osting  
Length: 90 Minutes  
Terms: Cash  
Programs/week: 2  
Delivery via: Satellite/tape  
Affiliates: 14  
Timely reports on latest developments affecting churches, church leaders, and religious institutions.

**"Reporters Round-up Weekend"****Westwood One/Mutual**

Producer: Mutual/Pat Piper  
Length: 22 Minutes  
Terms: Barter  
Programs/week: 1  
Number of runs: 3  
Delivery via: Satellite  
Program began airing: 12/1/82  
Affiliates: 150

A top newsmaker goes one-on-one with mutual correspondents in a news interview program that takes an in-depth look at the stories behind the headlines.

**Something You Should Know****"Something You Should Know"**

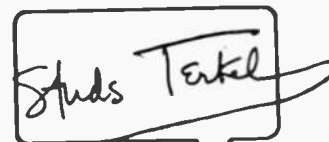
**Strand Broadcast**  
Host: Mike Carruthers  
Length: 90 Minutes  
Terms: Cash  
Programs/week: 5  
Delivery via: Tape  
Program began airing: 1/80  
Daily lifestyle feature on relationships, health, fitness, money, times, includes experts.

**"Special Assignment"****Associated Press**

Producer: Sandy Kozel  
Host: Sandy Kozel  
Length: 30 minutes  
Terms: Barter  
Programs/week: 1  
Delivery via: Satellite

An in-depth look at the major news events around the world includes interviews.

T H E



ALMANAC

**"Studs Terkel Almanac"**

Producer: Kurt Tyler/Studs Terkel  
Host: Studs Terkel  
Length: 1 Hour  
Terms: Cash  
Programs/week: 1  
Number of runs: 1  
Delivery via: Satellite/tape  
Program began airing: 9/1/58  
Affiliates: 78

Interviews, panels, and special features (Jazz, Short Stories, Documentaries) with the author of five best-selling oral histories and Peabody and Pulitzer prize.

**"Thoughts With Thibedeau"****KSBN**

Producer: Harry Thibedeau  
Host: Harry W. Thibedeau  
Length: 55 minutes  
Programs/week: 5  
Number of runs: 2  
Delivery via: Satellite  
Program began airing: 8/1/86  
Talk show — General.

**"Week In Review"****Westwood One/Mutual**

Producer: George Achaves  
Host: Dick Rosse  
Length: 22 Minutes  
Terms: Barter  
Programs/week: 1  
Number of runs: 3  
Delivery via: Satellite  
Program began airing: 6/10/83  
Affiliates: 125  
Weekly summary of the most important and interesting domestic and international news stories with tape of the week's high points.

# Mystery Minutes

Your listeners  
guess whodunnit  
and win a trip on  
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Mystery Minutes Is Now Available! Call Contemporary Marketing, Inc. today! 314-567-9650  
Mystery Minutes—Another original radio promotion from CMI

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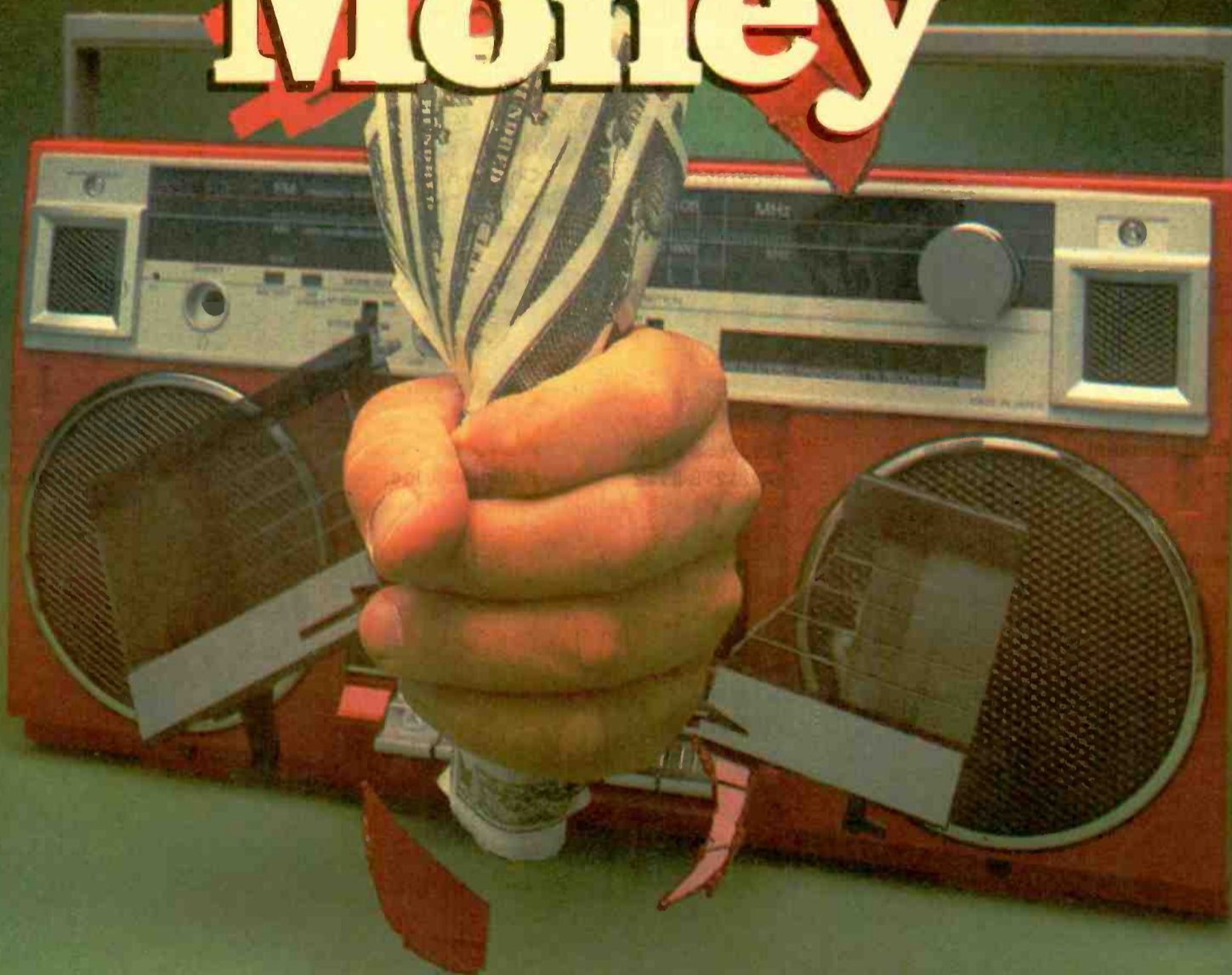
# Networks/Program Suppliers Directory

This directory lists the phone numbers of networks and program suppliers whose programs are included in this special's listings of new and continuing features.

ABC Radio	(212) 887-7777	MCA Radio Network	(818) 777-5775
Afterglow Productions	(901) 682-3028, (901) 365-4673	Mealticket Entertainment, Inc.	(818) 892-7101
Aircraft Music Library	(617) 367-0510	Melcor Broadcasting Co.	(212) 725-2919
Airforce Broadcast Services, Inc.	(416) 961-2541	Charles Michelson & Sons	(212) 243-2702 (415) 777-9595
Airwaves Radio Network	(617) 592-1150	Millenium Communications	(303) 893-9777
Alternative Programming	(800) 231-2818, (214) 521-4484	MJI Broadcasting	(212) 245-5010
American Comedy Network	(203) 384-9443	Motor Racing Network	(904) 254-6760
American Entertainment Of California	(818) 884-7117	Music Director Programming Service	(413) 783-4626
The American Hot Wax Company	(301) 340-2296	Musical Starstreams	(415) 383-STAR
American Image Productions	(800) 251-2058	Narwood Productions	(212) 755-3320
American Media	(404) 873-3100	National Public Radio	(202) 637-3754
American Public Radio	(212) 975-3771	NBC Radio Network	(212) 664-4444
AP Network News	(800) 821-4747	Newsmaker Interviews	(213) 274-6866
Associated Press Broadcast Services	(202) 955-4747	North America One	(608) 647-6387
At The Game Sports Network	(516) 491-8585	NSBA	(213) 306-8009
Balley Broadcasting Services	(213) 969-0011	Greg O'Neill	(213) 651-1075
Beethoven Satellite Network	(313) 565-5005 (800) 872-9368	On The Radio Broadcasting (NSBA)	(213) 306-8009
Belge Cave Productions	(213) 469-0157	On The Rhodes Productions	(214) 357-8297
Bonneville Broadcasting System	(800) 631-1600	Opening Acts, Inc.	(716) 693-9192
Brown Bag Productions	(303) 756-9949	Out-Q Media	(212) 575-0270
James Paul Brown Entertainment	(800) 345-2354 (213) 390-9671	Peters Productions, Inc.	(800) 255-8511 (619) 565-8511 (CA)
Bullet Productions	(818) 760-3800	PIA (Public Interest Affiliates)	(312) 943-8888
California Radio Entertainment	(213) 650-8810	Premiere Radio Network, Inc.	(213) 467-2346
Carney Productions	(213) 278-8142	The Production Group	(314) 863-1600
CBS Radio	(212) 975-4321	Professional Radio Networks	(503) 687-2068
CBS Radio Stations News Service	(202) 457-4366	The Programming Consultants, Inc.	(800) 843-7807 (505) 843-7807
Century 21 Programming	(800) 582-2100 (214) 934-2121	ProMedia	(212) 585-9400
Jim Channell	(312) 820-1369	Radio Arts, Inc.	(800) 423-2840 (818) 841-0225
Chicago Radio Syndicate, Inc.	(800) 621-6941 (213) 462-4966	Radio International, Inc.	(212) 302-1670
Christian Countdown America	(312) 820-1369	Radio Links	(213) 454-0488
Churchill Productions	(602) 264-3331	Radio Shorts, Ltd.	(707) 822-2665
Commercial Production Of Dallas	(214) 827-7170	Radio Spirits	(608) 647-6387
Clayton Webster Corp.	(314) 725-5070	Radio & Television Commission, SBC	(817) 737-4011
Concept Productions	(800) 348-4800	Reel Good Marketing	(612) 342-4444
Otis Conner	(214) 386-6847	Thom Reinstein Productions	(209) 578-6747
Contemporary Marketing	(314) 567-9650	REM Communications Corp.	(212) 302-9120
Continuum Radio Network	(212) 580-9525 (212) 713-5165	The Rock Christian Countdown	(312) 820-1369
Copley Radio Network	(800) 445-4555 (619) 293-1818	Bill Rogers Productions	(714) 534-2115
Countdown USA, Inc.	(415) 383-7302	RPM Radio Programming & Management, Inc.	(800) 521-2537 (313) 358-1040
Creative Radio Network	(800) 392-9999 (818) 787-0410	Satellite Music Network	(800) 527-4892 (214) 991-9200
CUNA Service Group, Inc.	(608) 251-3381	Sea Clef Productions	(617) 739-0568
Cutler Productions	(213) 478-2166	Sheridan Broadcasting Network	(800) 874-3010 (412) 281-6751
DIR Broadcasting	(212) 371-6850	Sixty Second Preview, Inc.	(212) 684-2292
Drake-Chenault Enterprises	(800) 247-3303 (505) 247-3303	Denny Somach Productions	(215) 446-7100
Entertainment Radio	(818) 985-4807	Southern Baptist Convention	(817) 737-4011
Far West Communications, Inc.	(213) 462-6690	The Source	(212) 664-4444
FeatureRadio, Inc.	(800) 225-0358 (212) 532-7346	SpecMark	(818) 505-9746
Financial Broadcasting Co.	(213) 207-4847	SP Sound Productions	(804) 547-4000
FirstCom	(214) 934-2222	Star Communications	(617) 569-7467
Focus On Youth Radio Network	(609) 452-1150	Starstream Communications Group, Inc.	(713) 781-0781
Frank Forest	(415) 383-STAR	Jay Stevens & Associates	(213) 463-4542
Gannett News Media	(703) 276-5948	Kris Stevens Enterprises	(818) 981-8255
Global Satellite Network	(818) 906-1888	Strand Broadcast Services	(213) 318-1666
Art Good's Jazz Trax	(619) 233-9228	Syndicate It Productions, Inc.	(818) 841-9350
Happi Associates	(615) 331-8570	Syndicom	(415) 366-1781
Higher Octave Music	(213) 856-0039	Techsonics	(804) 547-4000
Johns Hopkins Medical Institutions	(301) 955-2849	Teleprograms, Inc.	(213) 854-4475
Infocom Broadcast Services, Inc.	(800) 233-8257	TM Communications, Inc.	(800) 527-7759 (214) 634-8511
Interlock Co.	(818) 889-3407	Total Media	(704) 465-0254
Interstate Satellite Network	(714) 633-2020	Transtar Radio Network	(213) 460-6383
JSA	(213) 463-4542	TRG Communications/Strong Sounds	(212) 575-0270
JAM Creative Productions, Inc.	(214) 388-5454	Under New Management	(213) 650-8810
Jameson Broadcast	(614) 447-0666	United Stations	(212) 575-6100
The Jazz Network	(213) 475-9494	Brenn Very	(703) 534-4665
Kalamusic	(800) 225-KALA (616) 385-5110	Waterfront Promotions	(619) 233-9228
Kayla Satellite Broadcasting Network	(516) 781-7826	Weedek Radio Network	(800) 548-7474 (213) 462-5922
Kidsounds Inc.	(214) 373-6722	Western Front Radio Network	(714) 772-5729
Lonehorn Radio Network	(612) 627-2833	Ken Webb Communications	(516) 491-5368
Love Songs, Inc.	(901) 682-3028	Westwood One/Mutual	(213) 204-5000
		WFMT Fine Arts Network	(312) 565-5005
		Winton Communications Group, Inc.	(813) 962-2336
		World Beat	(415) 474-7773
		World Space Report	(800) 622-1992 (203) 329-1992



# Get Everybody's Money



## Working For You.

### Get Everybody's Money because money talks.

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### Everybody's Money talks to everybody.

Everybody's Money can help you build your audience. It reaches beyond your present markets and pulls others in. When you get Everybody's Money, you'll get a larger audience.

Everybody's Money is brought to you by America's credit unions, with more than 16,000 institutions and more than 54 million members. The program is based on content

derived from *Everybody's Money* magazine, a consumer publication with a circulation of 1.4 million readers nationwide. Credit unions all over the country are ready and anxious to have Everybody's Money available on a station in their area. Everybody's Money is available, free of charge, on a first-come, first-serve basis. Exclusivity for Everybody's Money can be granted to your station within predetermined geographic limits.

**EVERYBODY'S  
MONEY**

### Everybody's Money talks to advertisers.

Advertisers will always be where the market is. Everybody's Money speaks for itself. Your station's profits will grow with your sales of sponsorships and adjacencies.

### Everybody's Money spokesman is Frank Blair.

Mr. Blair is a 23-year veteran newscaster for NBC's Today Show.

Get Everybody's Money because Everybody's Money talks. Advertisers listen, audiences listen, everybody listens.

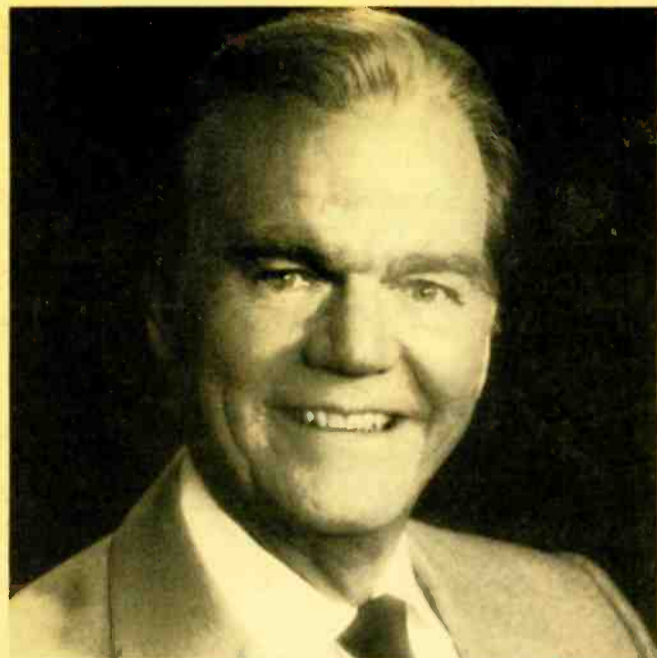
It pays to listen.

For more information on how you can get Everybody's Money working for you, contact Julie Ganske, 608-251-3381.



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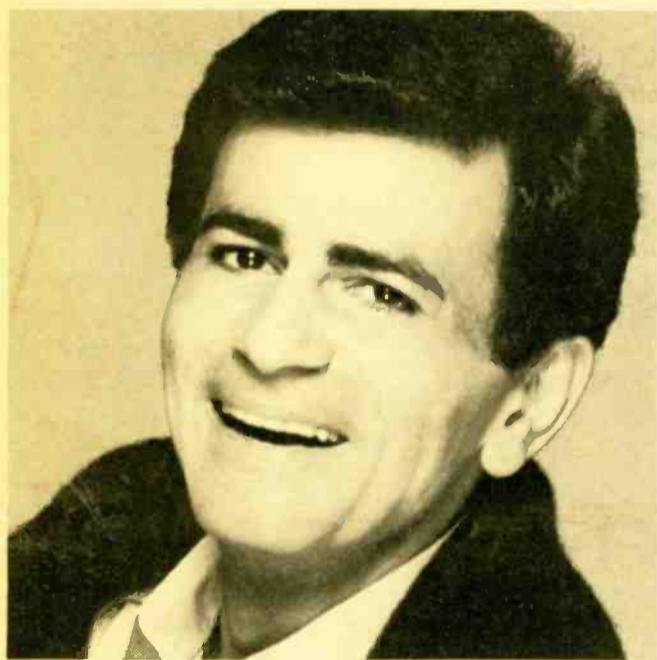




# NUMBER ONE NEWS SHOW- PAUL HARVEY NEWS\*



**Paul Harvey** is more than the #1 ranked radio personality in the nation—he's #2 and #3, as well! Every week, over 22,000,000 Americans tune in to hear his morning and noontime news shows. In #5 position—his weekly afternoon program, "The Rest Of The Story," which is also presented Saturday mornings. Clever, courageous and controversial, **Paul Harvey** has a point of view—and America buys it!



# NUMBER ONE COUNTDOWN SHOW IN AMERICA\*

American Top 40 With **Casey Kasem** is an American institution. Every week, millions upon millions of loyal listeners tune into AT40 on over 475 stations coast-to-coast. Great stories delivered in Casey's distinctive style, exclusive special features, and the Top 40 singles in the country—it's an unbeatable combination!



# NUMBER ONE COUNTRY COUNTDOWN SHOW\*

Country Music is an American original—and so is American Country Countdown! Each week, host **Bob Kingsley** counts down the Top 40 Country singles in America. What's more, he brings you intriguing stories behind the songs and the superstars—stories you won't hear anywhere else. Wherever folks love Country Music, you'll hear American Country Countdown—on over 700 stations across the U.S.A.!



## PROGRAMMING THAT WINS FOR YOUR STATION.

Quality programming, dedication to excellence and commitment to the future all add up to #1. ABC delivers programming that *wins* for you. To find out if these programs are available to you in your market, please call (212) 887-5019.



\*SOURCE: RADAR 34, FALL 1986, PERSONS 12+, NETWORK AUDIENCES TO COMMERCIALS WITHIN PROGRAMS