

PROGRAMMING FOR PROFITS



century21
PROGRAMMING, INC.

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(214) 934-2121 or toll-free 1800) 527-5959

Century 21: For Your *Best* Bottom Line

Anyone can make hamburgers, but McDonald's franchise owners make more money at it than most anybody. It's because the McDonald's organization helps them. And it works the same way in radio. Anybody can play music, but Century 21 clients make *more* money at it. Our *success systems* help them produce more profits.

We'll Help Solve Your Problems

Your station will be a winner. Your people will work closely with veteran consultants to learn by doing: adding listeners, increasing sales, and controlling costs. Century 21's experts *won* more ratings races this past year than most station managers or programmers could even enter in a lifetime.

Your Station Will Sound Consistently Better

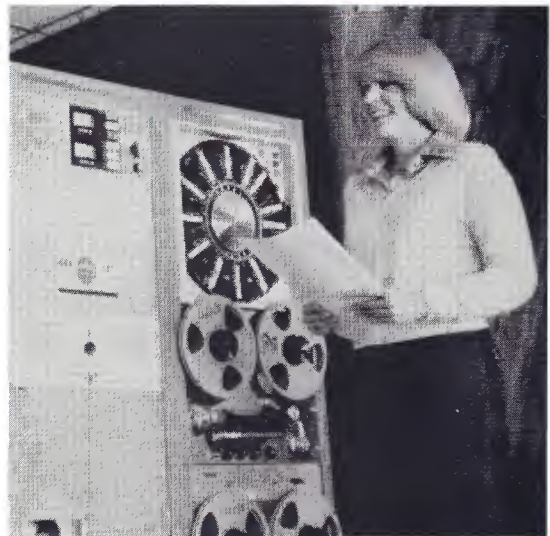
Local programming people may come & go, but your Century 21 format stays stable. Our programming & production pros are among the very best in the business. You can count on our service: we're prompt and reliable!

You'll Add The Finest Facilities

Your station's technical sound will be the best on the dial, because Century 21 programming is produced on premium quality recording studio equipment. Your consultants and programmers are backed by comprehensive music & radio research. You'll get the biggest and best library of premium quality taped music in America.



Century 21 formats build listener loyalty and advertiser acceptance. We're the nation's biggest programming service because we've made so many of our clients the best in their markets.



Your music will be better, whether you're automated as shown above, or live-assist as detailed on page 11.



Your station will have a fuller & richer tone quality with Century 21.

Eighteen Successful Sounds: One's Right For You

The Z Format®

Since 1973, Century 21's contemporary hit Z Format has delivered the best track record in the business!

The Hot Z Format®

Today's hottest hits give you the most popular music, so your station will be the most popular in your market!

Album Oriented Z®

Century 21's album rock format is available either unannounced or uniquely custom-voiced.

The A-C Format®

Adult contemporary music goes hand-in-hand with a big, responsive audience.

Good Ol' Rock & Roll®

Here are the top hit oldies of the 50's, 60's & 70's that still sound good today.

SUPER COUNTRY®

You can choose from our *three* different formats: modern, traditional, or pop/cross-over country.

The C-C Format®

This Country-Crossover Format blends country with adult contemporary music.

The E-Z Format®

Century 21's E-Z Format moves "middle-of-the-road" music into *your* lane.

MORE BEAUTIFUL®

MORe Beautiful blends middle-of-the-road vocals with the finest instrumentals.

Simply Beautiful®

Beautiful music is the favorite format of broadcasters seeking trouble-free, stable operations.

MEMORY MUSIC®

Here's the ideal mixture of M-O-R and nostalgia. Music vintages are tailored to your station.

SACRED SOUNDS®

Century 21 delivers four Christian formats: beautiful, adult contemporary, traditional & country gospel.

The Jazz-Z Format®

As either a full- or part-time format, Century 21's Jazz-Z sound gives your station unique popularity.

Your Programming Matches Your Market

Every market is different. Due to variations in radio competition and population characteristics, it takes different approaches to make each station a winner. That's why every Century 21 station sounds slightly different. We use a unique modular music approach to create each station's individualized programming plan.

Your station will be perfectly localized, researched and positioned to reach out and touch your market. Your music can be chosen from scores of "building blocks". Here are some of our categories in the popular music field:

Power Gold Deck 1	Current Hits Deck 2 (& 4)	Oldies Deck 3	Emphasis Series Deck 4
E-Z 10's Soft Adult Power Gold	E-Z 200's Soft Adult Current Pops	E-Z 300's M-O-R Adult Standards	E-Z 400's M-O-R Album Standards
A-C 10's Adult Power Gold	C-C 400's Country Hit Crossovers	C-C 300's Country Crossovers	E-Z 500's M-O-R Instrumentals
Z 10D's Adult Contemporary Power Gold	A-C 200's Adult Contemporary Currents	A-C 300's Adult Contemporary Oldies	M 400's Soft Rock Morning Album Trax
Z 10's Mass Appeal Power Gold	Z 20D's Blended Adult Contemporary	Z 300's Mass Appeal Oldies	A 400's Album Rock Afternoon
Z 10N's Top 40 Power Gold	Z 40's Blended Mass Appeal	Z 300N's Rock Oldies	N 400's Nite Album Rock
D 100's Album Rock Daytime Trax	Z 20N's Blended Top 40	N 300's Album Rock Top Trax	R 200 Album Rock Top Trax
N 100's Album Rock Nighttime Trax	H200's Hot Z Hits Currents	G 100's 1950's & 60's Rock Classics	Century 21's Special Programming

These are only *half* of Century 21's modular music "building blocks". Our veteran consultants will research your market and work closely with you to custom-blend *your* format.

All Century 21 Formats Include:

1. Professional Programming Analysis By Veteran Consultants

You won't have to guess or rely on intuition when you work with Century 21.

You'll receive comprehensive consulting services from our seasoned staff. We begin with a detailed study of your radio market. We probe demographics, psychographics and population growth trends of your available audience. We'll analyze your competition quantitatively (through available ratings) and qualitatively (from airchecks).

Then, your programming will be professionally positioned to maximize your sales, ratings and profits with one of our eighteen flexible formats.



Century 21's in-house computer is on-line with Arbitron's audience research diary data in Maryland. Our objective perspective assures superb sensitivity to your unique situation.

2. In-Person Installation And Training



Century 21 gives you expert installation and in-market fine-tuning of your format.



Or, you're welcome at Century 21's planning and production sessions in Dallas.

All Century 21 Formats Include:

3. Continuing Consultation & Communication



toll-free hotline

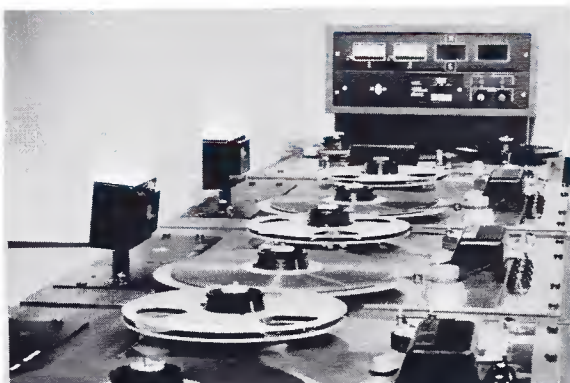
Your success is important to both of us. That's why we want you to call us toll-free whenever you want assistance. Automation experienced broadcasters are in our production studios 24 hours a day, or you can call your consultants at work or home any time. Help is as close as your phone.

4. Large Music Library

You'll start with the most extensive initial collection of music tapes anywhere. Then you'll get hundreds and hundreds more as you go along.

Format	# Decks	Initial Tapes	Updates
The Z Format (CHR)	4	80 hours	140 per year
The Hot Z (CHR)	2	33 hours	136 per year
Album Oriented Z (AOR)	4	90 hours	102 per year
The A-C Format	3	85 hours	84 per year
Good Ol' Rock & Roll	3	100 hours	36 per year
The E-Z Format (mellow contemporary)	3	85 hours	84 per year
The E-Z Format (traditional M-O-R)	4	85 hours	84 per year
Memory Music	3	180 hours	60 per year
MORe Beautiful	2	180 hours	84 per year
Simply Beautiful	3	225 hours	75 per year
The C-C Format	4	45 hours	128 per year
Super Country (modern)	3	70 hours	106 per year
Super Country (traditional)	4	90 hours	106 per year
Sacred Sounds	2	75 hours	60 per year
Jazz-Z	2	52 hours	75 per year

5. Weekly Music Update Service



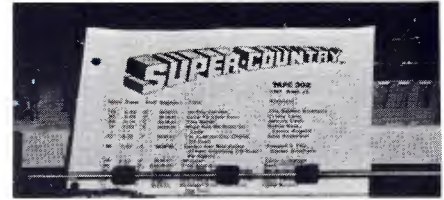
Your music and voicer tapes are continuously replaced to keep your sound up-to-date and interesting. You get new music reels every week. All categories have frequent updates so your sound stays fresh.

Every reel you get is new and of highest quality. Century 21 never "bicycles" tapes from one station to others or records over used tapes. Every reel is yours to keep.

All Century 21 Formats Include:

6. Dynamic Programming

Century 21's formats are highly flexible. Alternate styles or energy levels are instantly available. You can get immediate fine-tuning of your format in response to changing market conditions. Each category stays on-target with our ongoing research.



It's easy to run your format. You get simple scheduling instructions, timing, and BMI logging details with every Century 21 tape.

7. Best Voices And Identity

Your audience will remember your station when ratings researchers ask about their listening habits. It's because of the ways our music announcers include the call letters in localized drop-ins. They talk about weather, the day-of-week, area landmarks, promos, and everything else you want.

Your identity is your own with Century 21. Some of our stations use optional slogans like *Hot Rock*, *Simply Beautiful*, *Super Country*, or *Relaxing Radio*.

Code calls, such as *Q-102*, *FM-98*, *Lite 104*, or *Z-93*, are another local option. All announcing is customized and updated regularly by Century 21. Additional or revised voice lines are provided at no extra cost whenever you want.



Your station's announcing is kept fresh at all times. Century 21 sends you tapes with new voicing every week.



Here's another of your announcers recording custom copy. Century 21 alternates voices in regular shifts for maximum variety.

8. Time Announcer Cartridges

Automated radio comes alive with our exclusive time checks. Century 21 announcers update your time carts every year at no extra cost.



All Century 21 Formats Include:

9. Customized Station Jingles And Identity



Your jingles are updated every year by Century 21's own multi-track recording studios. Scores of radio experts will actively contribute to all aspects of your programming.

Century 21 delivers the best in custom identity elements so your station has the call letter recognition you need for success. And Century 21 is one of the few programming services that gives you new jingles every year with no extra cost.

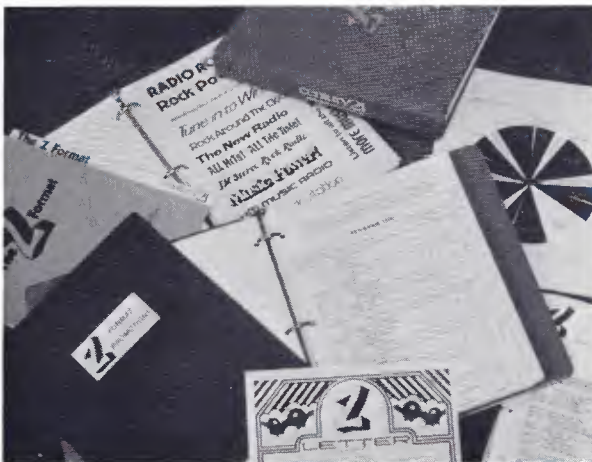
If desired, you can get time announcer carts with your call letters & other localization instead of customized jingles.

To spice up your sound, you'll get Century 21 production themes, news sounders, promo stagings & special effects.

10. Helpful Operations Manuals

Concise, comprehensive Operations Manuals provide assistance for your entire staff. Century 21 provides the largest, most meaningful instructional material in the industry.

11. Image-Building Promotions, Contests And Graphics



Flexible promotions make your station as exciting as you want. Century 21 does most of the production work for you.



You also receive clip-art graphics for use on billboards, bumper stickers, decals, TV, newspaper, rate cards, and sales material.

All Century 21 Formats Include:

12. Best Sound Quality On The Dial



Nationally acclaimed audio engineer Earl Bullock designed Century 21's studios.



Music is provided on 10½" NAB reels at 7½ IPS, in stereo or full-track mono. All mastering and duplication is done in-house by Century 21 on new Ampex, 3M or CBS professional quality tape.



You'll easily *hear* the difference our superb engineering makes in *your* audio! Century 21 uses the finest quality recording studio equipment. It's far superior to any broadcast grade gear.

Century 21 utilizes a number of highly regarded audio experts to make our sound — and *your* sound — the very best possible. Our Engineering Vice President is Earl Bullock, former V.P. and customer service manager for Schafer/Cetec automation. Eric Small, originator of the Orban Optimod & Modulation Sciences' FM audio enhancer, also consulted us in the design of our state-of-the-art studios.

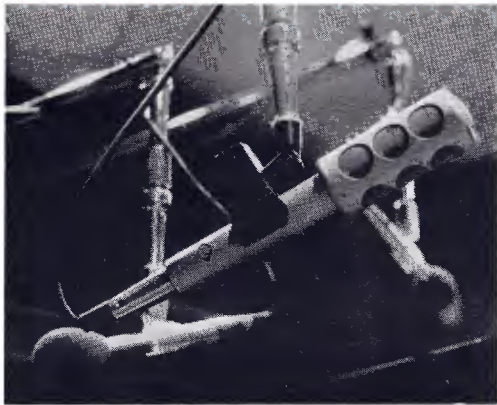
We have more graduate electrical engineers and automation experienced technicians on our full-time staff than any *two other* programming services!



With Century 21 Programming, scratchy records or poor fidelity are a thing of the past. We do everything possible to make our tapes the very best. We use special audiophile "super discs", master tapes from record companies, noise reduction, click editing, precise level control or slight equalization if needed. Your audio quality will always be superior with Century 21.

All Century 21 Formats Include:

13. Complete Support Services



Your programming is solidly backed by more than a decade of reliable service to thousands of broadcasters. Century 21's quality is second to none!

Century 21 programming is *right* because we do it all professionally. All tape mastering, duplication and program consultation is done in-house to be sure it's the way you want it. It assures you'll have a great rapport with your programmer.

We're a full service broadcast production facility. You can get client commercial jingles, production libraries, contest packages, station jingles and special programs from the pros at Century 21. And at a discount rate when you're a format station.

14. Money-Making Sales Aids

Tell your success story to advertisers and agencies with Century 21's persuasive audio-visual sales presentation. It's yours on a 90-day loan at no extra cost. Many stations have achieved their sales projections by pre-selling their Century 21 format before it even went on the air!



You get helpful hints every month. We're broadcasters who've been in your shoes: managing, programming, promoting, selling & engineering stations to success.

15. Monthly Management Ideas

You'll get money-making ideas for promotions, sales, special programming, production, engineering, and operations every month from Century 21. Our stations share successful suggestions with each other in our client newsletter. This broadcast brain bank will benefit all facets of your operation.

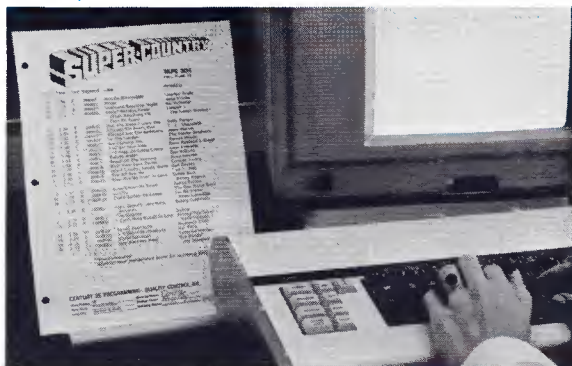
16. Your Sound Is Exclusively Yours



Every feature of your format is yours alone. You won't hear your announcers, jingles, contests, promos or music tapes on any other station in your area. For example, any Z Format client would preclude our putting an Album Oriented Z or A-C Format station nearby. We would not use MORE Beautiful materials in a Simply Beautiful market. Century 21's market protection is the most comprehensive anywhere.

All Century 21 Formats Include:

17. Comprehensive Music And Radio Research Services



Your station's success is assured. Your format is customized and tailored by top programming talent. Very few stations or even large chain broadcasters have the on-line research facilities or depth of expertise of Century 21.



18. Automated Or Assisted Live Programming

Whether your operations will be fully automated, assisted live, or both, Century 21 provides you with full capabilities in all our formats.

Your Century 21 programming is solidly backed by systematic studies of the listening tastes of each format's target audience. Our research includes call-out & focus group studies, in-depth market analyses, attitudinal audience feedback, physiographic patterns and psychographic tests, and several in-house computers with ratings data on-line. Century 21 is on top of today's trends in every area of research.

And ratings prove the Century 21 programming plans pay off! In Arbitron's surveys last year, stations that switched to Century 21 Programming climbed an average of 39% in audience shares! Century 21 has *by far* the best ratings track record of any major programming service.



Century 21's music control systems enlarge your audience, whether your station uses our Dallas announcers or local personalities.

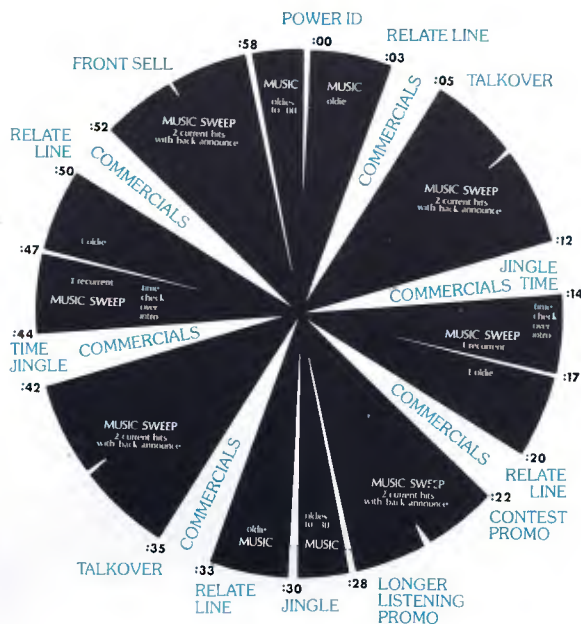
19. Aircheck Critiques And Awards

You get monthly reviews of your programming performance to assist you and your staff. Outstanding Radio Programming Awards are made monthly in each Century 21 format and market group to motivate your people to do a winning job.

Here's How Century 21 Programming Makes Your Station Sound Superb

Customized Sound Hours

Your exact clock will be tailored to your station after our market study. Your format will perfectly match your station in tempo, style, music mix, announcing, promos, news, weather, and commercial load. This sample is merely one illustration.



Time Announcer Cartridges

Keep your station informative & alive with conversational time checks. Voices and shifts are the same as on your Century 21 music tapes. On our rock & country formats, you choose whether time checks air by themselves or over intros of songs.

Contests And Promos

Proven ratings builders, customized for you by Century 21.

Impressive ID's By Big Voices

Kick off your sound hour with class. Century 21 uses exceptionally good major market announcers for your legal ID.

Localized Relate Lines

Make your listeners feel right at home. Your music announcers talk about your station, your town, your weather, day of the week, and promo your specials just the way you want.

Announcer Variety

Voices change at 3 or 4 hour intervals so your station stays fresh.

Talkover Features

Local weather or PSA drop-ins sound smoother over the intros of music. Century 21's Z, A-C, E-Z, C-C & Super Country automation formats accommodate talkovers several times per hour.

Front Sells Of New Songs

Establish maximum acceptance of less familiar new tunes with Century 21's proven techniques.

Custom Jingles Or Imagery

You'll have the best in effective identity.

Longer Listening Promos

Your audience stays with your station longer because you telegraph teasers of upcoming songs they want to hear.

SUPER COUNTRY®

Century 21 lets you choose from our *three* Super Country Formats. They range from modern, traditional, or album oriented country in image.

One of your secrets to success is the variety and vigor of the Super Country music mix. Your oldies library is the most comprehensive and complete collection of great country favorites. Your categories of currently popular songs, crossover mass appeal country oldies, image oldies, and exclusively staged classic country favorites are custom-blended to suit your station. Your station has the ideal mix of familiarity without undesired repetition.

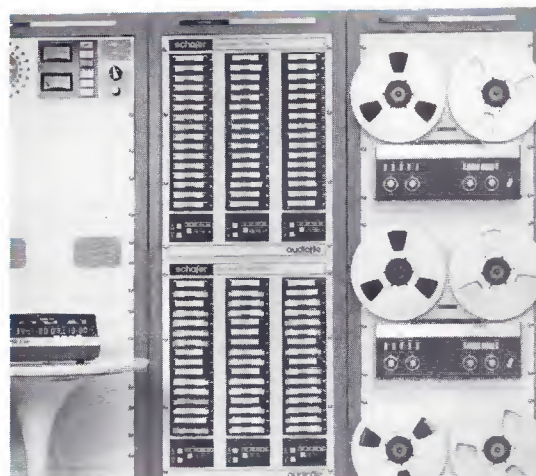
Whether you use our Dallas voices—who change in regular 3-hour shifts—or local personalities, or both, you'll especially appreciate the unsurpassed music research and control systems that Super Country delivers.

Custom country jingles, contests, promos, time announcer cartridges and localized announcing make your Super Country station a powerful contender!

The C-C Format®

This Country-Crossover Format blends the best of both country and contemporary. The music has been carefully combined for a consistent image and smooth flow.

You benefit from all the country flavored songs that appeal to a mass audience. Plus, you'll have the adult contemporary tunes that the country listeners like. Century 21's C-C Format has a broad-based adult appeal for full-time programming. However, it's also valuable as a transition between adult contemporary and country formats.



Your programming quality is top notch. All master music tapes are thoroughly tested on one of Century 21's own automation systems prior to shipment.

The Z Format[®]

Since 1973, Century 21's contemporary hit Z Format has delivered the very best track record of any automation programming service! And head-to-head ratings races prove it.

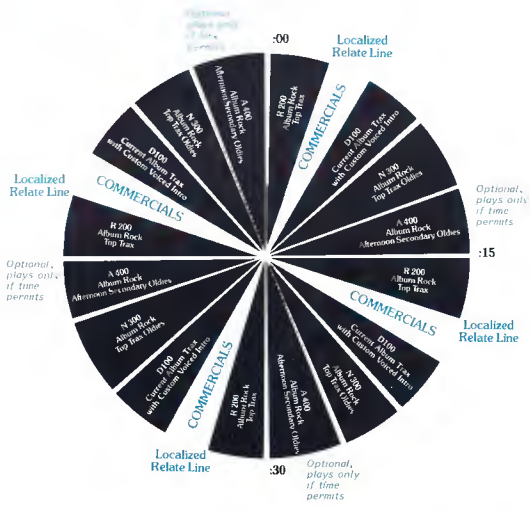
The secret's in our service. Z Format stations are always on top of today's best researched hit music. They get the utmost in tape updates. The Z Format includes subtle music dayparting of both hits & oldies to match the varying moods of your listeners throughout the day. And Z Format voices change in regular three-hour shifts without hassle for your staff.

Your station matches your market because of our modular music "building blocks". Our Z Format features conversational announcing after pre-blended music sweeps. The Hot Z has higher energy announcing & plays fewer oldies.

The Hot Z Format[®]



Century 21's exclusive market research gives your station a competitive advantage. You get custom consulting services at an automation programming price! Our computers are on-line with the rating services for effective input.



Album Oriented Z sound hours are customized to each market.

Album Oriented Z[®]

When people buy records, the majority of the money is spent on album rock. Century 21's Album Oriented Z format delivers both advertisers and listeners in large numbers.

Conceptually, you can establish a pure album rock image, or you can mix in varying degrees of top 40.

Operationally, current and oldie music categories both have variable ratios for primary and secondary album trax.

Whether you want your station to sound highly familiar or free-form, the Album Oriented Z delivers!

The A-C Format®

The vitality and variety of adult contemporary music go hand-in-hand with a big, responsive audience. Music spans the spectrum, from today's top adult songs, back through the most familiar oldies that the 20 thru 40 year-olds want to hear. On either AM or FM, the A-C format is a winner!

Your A-C Format can utilize subtle dayparting and two different libraries of oldies. You'll get the music vintages and energy levels that are right on target for each hour of your broadcast day. You'll enjoy especially long listening spans in homes, cars and businesses.

You'll get great jingles, promos, news intros & time announcer carts. Century 21 delivers all the finishing touches you'd expect from the nation's largest programming service. You also get in-person installation and in-market consultation, as with all our programming services. Your music mix and commercial loads can be individually tailored to your station and your competitive situation.

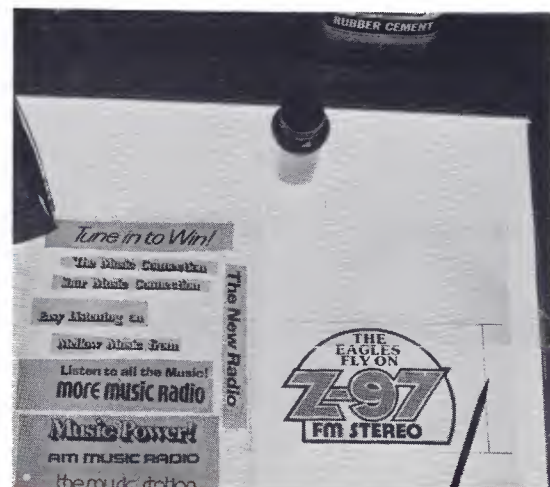
Your A-C Format can be unannounced for use with local personalities or announced with our outstanding Dallas announcers changing in regular shifts. Either way, major market voicing of promos, news intros, or other special localized materials is yours for the scripting.

Century 21 success systems give your station the researched mass appeal music & consistent sound control that you need to attract & hold a larger audience.

Good Ol' Rock & Roll®

Rock classics of the 50's, 60's or 70's make up this unique oldies sound. Century 21 gives your station an extremely large library of past hits that still sound good today. Songs are divided into broad groups spanning three different music eras. You can flavor your format by emphasizing the decades that are appropriate for each time period.

Many stations have soared to success with Good Ol' Rock & Roll as their full-time format. And others have worked wonders with a combination of these golden oldies and one of our other contemporary services. Adults in their 30's and 40's love this Good Ol' Rock & Roll!



Century 21 gives you more than music. You get all the extras to make your station as exciting as you want.

The E-Z Format®

Adult easy-listening radio is always one of the easiest formats to sell to advertisers. Century 21's E-Z Format moves "middle-of-the-road" music into *your* lane.

Century 21 utilizes a flexible building block approach to create several different styles of easy listening music. Options include:

Mellow Contemporary M-O-R,
Traditional M-O-R,
Instru-Mix M-O-R,
or Country Crossover M-O-R.

The Mellow Contemporary M-O-R style stays within the non-rock spectrum of familiar popular songs.

Then, we add a deck with adult album standards for our Traditional M-O-R option. These songs are from artists like Frank Sinatra, Jack Jones, Vikki Carr, Perry Como and Henry Mancini.

Either of these E-Z listening approaches can add foreground middle-of-the-road instrumentals in any percentage desired. This option is an ideal transition step for stations moving to a foreground sound from background "beautiful" music.

Many pop/country crossover artists have become an integral part of M-O-R in the 1980's. Several categories of our country crossover C-C Format mix well with any of our E-Z basics if suitable for your competitive situation.

You can even daypart your E-Z Format sound, using different mixes or alternate options. All these approaches deliver a mature adult audience. You'll have a familiar, foreground sound that's demographically tailored to your market.



Century 21's music library includes several copies of every record. One is used to research and program music. Others are kept in mint condition for tape mastering only.

The Jazz-Z Format®

Our Jazz-Z (pronounced "jazzy") format performs well either on its own, or as an emphasis category within one of our other services.

As a full-time format, your initial Jazz-Z library is large, with weekly updates to keep your sound as new as today. As a special part of another overall sound you can get as many tapes or as few as you want.

MEMORY MUSIC[®]

Century 21's Memory Music captures the hearts, loyalties, and *pocketbooks* of the affluent adult audience. It wins praises and loyalty from advertisers. With Memory Music, your station is uniquely positioned to deliver an active audience.

With Memory Music you control how far back your music goes. Your sound is custom blended to match the needs of *your* market.

For example, many Memory Music stations feature popular M-O-R adult songs of the past three decades.

Others also include the nostalgia & big band option for a taste of vintage classics.

Your Memory Music library is the *largest* of its kind. You start with more than *three thousand* popular hit songs. In addition, Memory Music delivers weekly revisions to vary your announcing and enlarge your music mix.

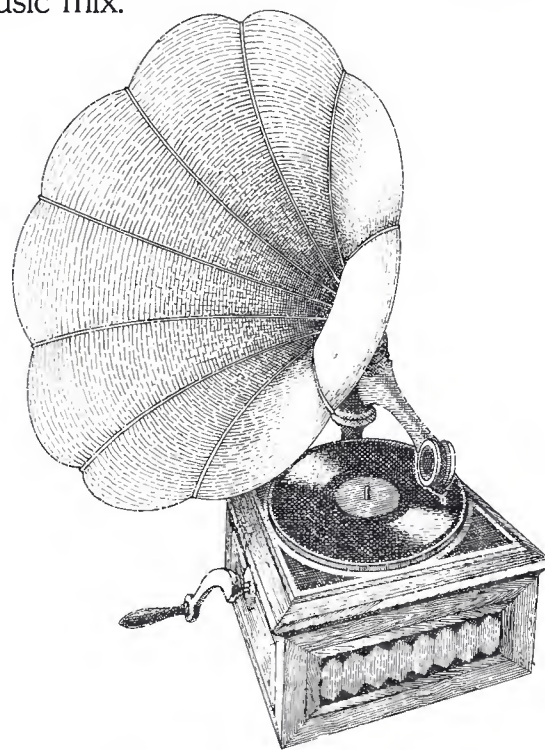
Memory Music is programmed by categories. We've grouped material onto 2 or 3 different tape decks to control play based on song styles & popularity.

Century 21's Memory Music can include *both* announced & unannounced tapes without extra cost. You can benefit from local personalities during selected hours, plus the quality of major market voice talent and the economy of automation.

Memory Music's tapes give your station the best possible technical quality, while maintaining the integrity of the popular original performances. Our exclusive disk processing system goes a long way to eliminate scratches & surface noises. We maintain or enhance the fidelity of the original recordings.

Your Century 21 programming includes exclusive Memory Music jingles. You get new customized jingles every year at no extra cost.

You start with over 300 relate lines that are totally customized for your station. There's never any limit on new or replacement lines to keep your station sounding topical and fresh. You can send in relate line scripts at any time. Even if you use local personalities with our live assist system, you can still spice up your sound with our Dallas voices on promos, news intros & ID's.



Simply Beautiful.

Beautiful music is the favorite format of broadcasters who want simple, trouble-free station operations. Century 21's Simply Beautiful format is the best balance, blend, and controlled flow of the choicest instrumentals and smoothest vocals. Our approach delivers affluent listeners in large numbers.

Your Century 21 musical quality is second-to-none.

Years ago, we began our search for the finest beautiful music library available. Century 21's programmers have scoured record stores in scores of cities here and abroad. This ongoing quest gives you hundreds of great recordings never sent to radio stations or other syndicators.

In addition, we acquired thousands of rare and out-of-print albums when we purchased six competitive programming services. These include Hudson Music Service, Studio West, United Tapes of America, Showcase Productions, and others from San Bernardino & St. Louis.

But that's not all. Our own multi-track recording studios and talented Dallas musicians produce beautiful arrangements of outstanding popular songs. Our commitment to musical excellence now makes Century 21 the industry's leader in custom recordings & imported beautiful music.

Photos below by Jackson Separations.



Your Simply Beautiful station starts fresh with hundreds of custom recordings of today's best music. And you stay fresh, because you get several hours of new material every week.

The Demographics You Want are the Listeners You Get.

Throughout our consulting relationships, we emphasize that every market is different. Competitive stations influence your best programming position. So Century 21's Simply Beautiful features the flexibility to tailor the style and demographic appeal of each station. Our modular music libraries and computer-generated tape schedule can produce a different music matrix for each market to make each client a winner.

We subtly daypart most of our Simply Beautiful stations' music. Normally, they use Series 100, 200 & 300 most of the day. In the evening, tempos can be more relaxing with numbers 400, 500 & 600. In morning drive time, Series 700, 800 & 900 deliver the most exhilarating wake-up music.

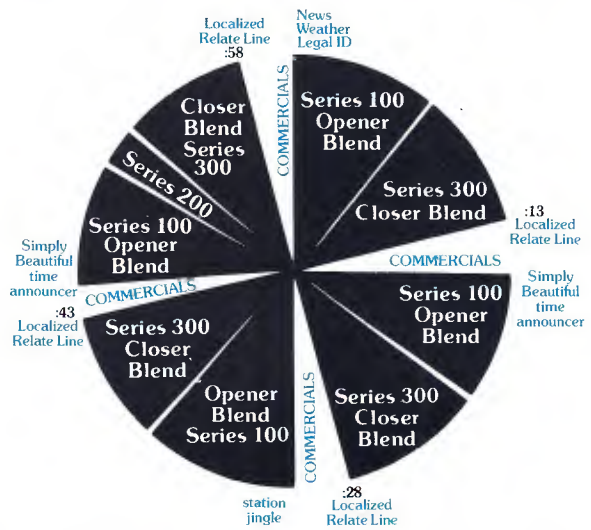
Smooth, Trouble-free Operations.

Operationally, Simply Beautiful works *your way*. You can choose from our three approaches.

- “matched flow” (music in fixed 13-minute blends)
- “category” series (with 25 Hz. tones after each song),
- or our exclusive “*matched half-segment flow*”.

In markets where a “pure” beautiful approach is appropriate, Century 21’s matched flow delivers outstanding ratings & profits. If higher commercial loads or special music mixes are desired, our “category” approach provides the ultimate in flexibility.

At Century 21, we believe the most successful solution uses the best features of both. Our *matched half-segment flow* uses professionally pre-programmed blends of *openers* (Series 100’s) and planned *closers* (Series 300’s). We pair compatible *openers* and *closers*, using a carefully controlled tape rotation schedule. Before this computer-generated tape pairing schedule goes to our stations, all suggested tape mixes are tested in-house at Century 21 to assure that all blends are superb.



Simply Beautiful is the finest and freshest beautiful music programming available! From the moment it hits the air and your first new listener tunes in, you’ll know that your entire experience with Century 21 Programming will be Simply Beautiful.

MORE BEAUTIFUL.

Century 21’s MORE Beautiful format is the “beautiful music” of the future. It’s a pleasing combination of middle-of-the-road vocals and up-tempo instrumentals.

MORE Beautiful appeals to the spending consumers you want. It gives your station the longest possible listening spans in homes & businesses. Its bright, bold approach moves your sponsors’ messages up front for maximum response.

You get *lots* of custom recordings in today’s most beautiful instrumental styles. And our consultants help you daypart your MORE Beautiful sound to deliver optimum mixes for all your needs.

Reach Out And Touch Their Ears

Special Features Of All Our Formats:

Your Century 21 programming is *in touch* with your listeners. For example, all our formats give you a special tape of "rain songs" to relate to listeners in wet weather. Relate lines for holiday weekends, Christmas, etc. are provided as well.

All Century 21 Programming gives you plenty of Christmas music to begin the holiday season whenever you want.



Some Of Our Formats Offer A Bonus:

Our Simply Beautiful, MORE Beautiful, Memory Music and E-Z Formats also include patriotic music for the 4th of July, love songs for Valentines Day, religious material for optional play on Sunday mornings, and some special music that can be used on St. Patrick's Day. You can make extra money with our 36-hours of continuous Christmas music. It's yours at no extra cost with these formats.

You'll get *lots* of useful features without extra charge. Century 21 Programming relates well to your audience & saves your people a lot of work.

SACRED SOUNDS®



Music With A Message

Sacred Sounds music is researched and professionally pre-programmed to deliver a large, responsive audience. Sacred Sounds' music categories blend together to create a fresh new music mix every time.

With four Sacred Sounds formats to choose from, your music will be on target for your audience. You'll get just the right blend of traditional, adult contemporary, country or beautiful religious music.

Sacred Sounds programming is affordable. With this format, you can get as many or as few tapes & updates as you want. Sacred Sounds success systems help you sell commercials to advertisers you don't have now.



Sacred Sounds Of Praise.

Sacred Sounds Of Praise is a traditional approach to songs of the church from outstanding performers such as the Sixteen Singing Men, Anita Bryant, the Johnny Mann Singers, Doug Oldham, the Bill Gaither Trio, George Beverly Shea, Rudy Atwood, and many others.

Sacred Sounds of Today.

Modern adult contemporary Christian songs make up this format featuring Amy Grant, the Imperials, B. J. Thomas, Re'Generation, Evie, the Archers, Dallas Holm & Praise, Sandi Patti, etc.

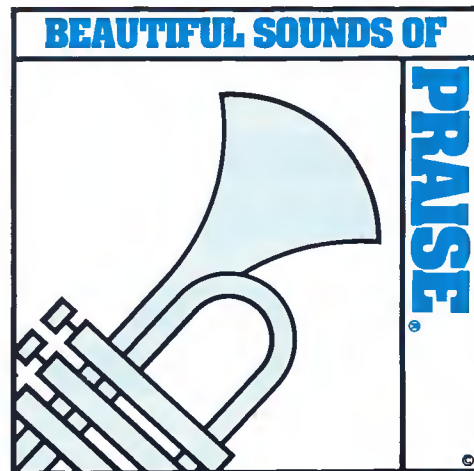


Sacred Sounds Of Gospel.

Here's religious music with a country flavor. It's an exciting mix of America's favorite down home hymns and praise medleys. It features the Speers, the Cathedral Quartet, the Hinsons, the Blackwood Brothers, the Lanny Wolfe Trio, the Rambos, and many more.

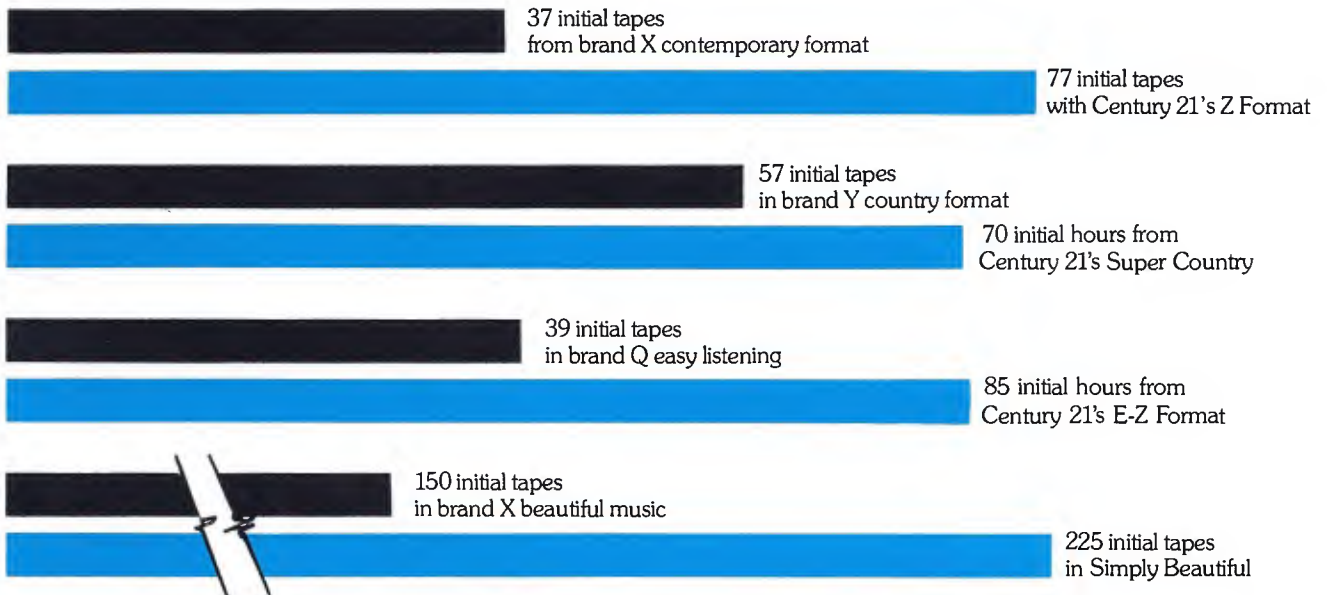
Beautiful Sounds Of Praise.

Smooth instrumentals and relaxing vocals make up Beautiful Sounds Of Praise. Sacred music from Mantovani, the Sonlight Orchestra, the Anita Kerr Singers, Dino, Michael Bjelica, the Praise Strings, & Ralph Carmichael's 102 Strings provide a serene and tranquil atmosphere for your adult listeners.

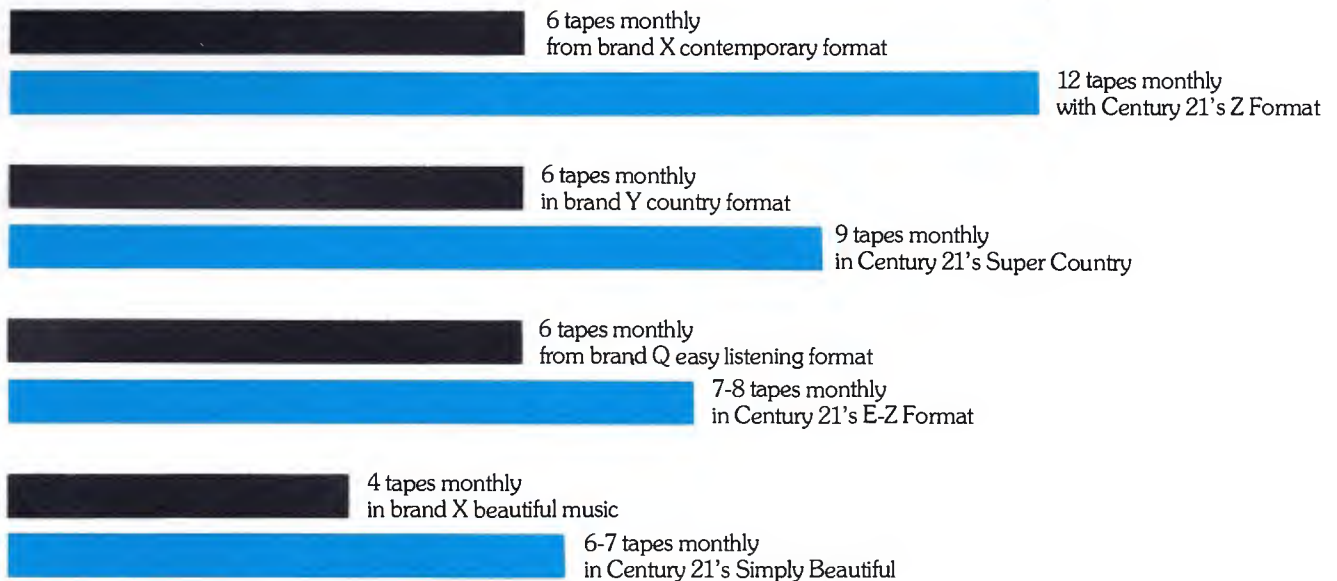


Keep Your Sound Fresh & Interesting With More Tapes From Century 21

Compare the variety and depth of your basic library with that of other programming services:



When you want people to listen to your station a lot, you've got to keep them interested in it. To do so, you need a sound that's always fresh & up-to-date. Tape updates from Century 21 are varied and plentiful.



You get more out of your Century 21 programming because we put more into it.

Equipment Requirements

All Century 21 programming airs smoothly with a minimum of equipment. Sophisticated systems can be fully utilized, but all you need is:

4 reel-to-reel tape decks that play large 10½" NAB reels. (Many Century 21 formats will work with 2 or 3 reel-to-reel decks. See page 6 for details.)

End-of-music sensors are also suggested to alert your staff for timely tape changes.

Sufficient multiple cart playback systems for your spot load, news, weather, public service & promos.

2 single cartridge playbacks, or use of extra trays in commercial players.

1 time announce unit with two size C cartridge players and controller. (Optional, but recommended where an alive sound is desired.)



Century 21 Services Are Priced To Produce Profits For You

Century 21 rates are affordable. Your complete service will cost less than you would pay an inexperienced music director. Yet your Century 21 service includes a lot of items that you would spend extra money to get, like records, tape, station jingles, time announcer carts, and professionally produced promotions.

There are no "hidden" costs with Century 21. Every needed ingredient is included with no extra charge. All you add is news, weather, public service, and all the commercials you want to carry!

Call us today to discuss your specific format needs for your market. We're toll-free at (800) 527-5959. In Texas, or outside the USA, call collect to (214) 934-2121.



century21
PROGRAMMING, INC.®

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