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.

At 40'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 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.

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 supplemental programming. Then individual shows within the categories are alphabetized. The key information about each show listed has been supplied by the show's proprietor: length of show, frequency, host, and more... including of course, phone numbers for further information.

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."

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

INDEX OF NETWORKS & PROGRAM SUPPLIERS
Names and phone numbers for easy reference.

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

A Conversation With Tom Rounds

American Top 40 and The Countdown Legacy

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

TFR: 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 “Cassey” style, using that teaser-payoff technique he does so well. In fact, he had already developed it into high art at KLRL 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.

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 Dona Day await coats.

Countdown Show Directory

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Host</th>
<th>Hours</th>
<th># Songs</th>
<th>Format</th>
<th>Distributor</th>
</tr>
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<tbody>
<tr>
<td>American Country Countdown</td>
<td>Bob Kingsley</td>
<td>4</td>
<td>40</td>
<td>COU</td>
<td>ABC-E</td>
</tr>
<tr>
<td>American Dance Trax</td>
<td>Jeff Wyatt</td>
<td>3</td>
<td>30</td>
<td>UC-CHR</td>
<td>WO</td>
</tr>
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<td>American Top 40</td>
<td>Casey Kasem</td>
<td>4</td>
<td>40</td>
<td>CHR</td>
<td>ABC-C</td>
</tr>
<tr>
<td>Christian Countdown America</td>
<td>Jim Channell</td>
<td>2</td>
<td>20</td>
<td>COR</td>
<td>RCC</td>
</tr>
<tr>
<td>Coast To Coast Top 20</td>
<td>Doug Steels</td>
<td>2</td>
<td>20</td>
<td>AM</td>
<td>UC</td>
</tr>
<tr>
<td>The Countdown</td>
<td>Watt Love</td>
<td>2</td>
<td>25</td>
<td>UC</td>
<td>WO</td>
</tr>
<tr>
<td>Countdown America w/Dick Clark</td>
<td>Dick Clark</td>
<td>4</td>
<td>30</td>
<td>AC</td>
<td>US</td>
</tr>
<tr>
<td>Countdown USA</td>
<td>Dave Sholin</td>
<td>4</td>
<td>40</td>
<td>CHR</td>
<td>USA</td>
</tr>
<tr>
<td>Country Music’s Top Ten</td>
<td>Charlie Cook</td>
<td>1</td>
<td>10</td>
<td>COU</td>
<td>JPB</td>
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<tr>
<td>Country Report Countdown</td>
<td>Ron Martin</td>
<td>4</td>
<td>40</td>
<td>COU</td>
<td>WRN</td>
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<tr>
<td>Rick Dees Weekly Top 40</td>
<td>Rick Dees</td>
<td>4</td>
<td>40</td>
<td>CHR</td>
<td>WRN</td>
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<tr>
<td>Fusion 40</td>
<td>China Smith</td>
<td>3</td>
<td>40</td>
<td>AA</td>
<td>TP</td>
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<tr>
<td>Highlights</td>
<td>J.J. Johnson</td>
<td>3</td>
<td>30</td>
<td>SPAN</td>
<td>BP</td>
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<tr>
<td>Hits Caliente</td>
<td>Luis Medina</td>
<td>1</td>
<td>10</td>
<td>AC</td>
<td>WC</td>
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<tr>
<td>National Music Survey</td>
<td>Charlie Tuna</td>
<td>3</td>
<td>30</td>
<td>UC</td>
<td>CBS</td>
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<tr>
<td>On The Move</td>
<td>Tom Joyner</td>
<td>3</td>
<td>25</td>
<td>AC-CHR</td>
<td>AC</td>
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<tr>
<td>Pain Rep Countdown</td>
<td></td>
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<td></td>
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<td>Rock Christian Countdown</td>
<td>Jim Channell</td>
<td>1</td>
<td>10</td>
<td>CCR</td>
<td>RCC</td>
</tr>
<tr>
<td>Scott Shannon’s Rockin’ America Top Thirty Countdown</td>
<td>Scott Shannon</td>
<td>3</td>
<td>30</td>
<td>CHR</td>
<td>WO</td>
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<td>Top 30 Countdown</td>
<td>Bob Leonard</td>
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<td>SMN</td>
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<td>30</td>
<td>SMN</td>
<td>AC</td>
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<tr>
<td>Top 30 Countdown</td>
<td>Jim Beal</td>
<td>3</td>
<td>30</td>
<td>SMN</td>
<td>COU</td>
</tr>
<tr>
<td>Top 30 USA</td>
<td>M.G. Kelly</td>
<td>3</td>
<td>30</td>
<td>SMN</td>
<td>CBSR</td>
</tr>
<tr>
<td>Weekly Country Music Countdown</td>
<td>Chris Charles</td>
<td>3</td>
<td>30</td>
<td>USP</td>
<td></td>
</tr>
</tbody>
</table>

* Stations use local host

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

TFR: 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
AND THE BEAT GOES ON...

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WZLX KWIN WZRR WKFM WYMG KISS
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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 160 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 chart?" 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 KJH/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 in 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 decide this show was going to endure?

TR: I felt really secure around you go back and listen to an early show, it 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 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? How did you feel about that?

TR: We've never wanted to break the spell Casey casts between himself and the listener. We also felt that other voices were intrusive 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 90's" 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.

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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, hop- ing to gain a clear 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 Ameri- ca's leading music stations. Many of the specific results (most-run programs, categories, etc.) are broken down by format in this arti- cle, while some results that applied in all formats were 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 strong responses. When asked why they ran net- work/syndicated programming, AC stations most often said it satisfied programming needs, with "strong audience following" the second most common answer. Financial benefits and "taking up a lock shift" were much less frequent re- sponses, as was the case for virtually all the formats.

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

Perhaps the most consistently in- teresting 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 countdowns; most other types of shows were deemed adequate in supply by 50% or more.

Significant numbers of stations felt more comedy (45%) was need- ed. Comedy drop-ins scored 40% in the "need more" area, stereo TV simulcast concerts mustered up 36%, but mixed music stations had a 42% need more score, and most notably, live artist call-ins were desired in greater quantity by 58%.

Sports and drama shows receiv- ed relatively scant responses in the "scores in the high 40% area" were 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:
- 0-6hrs 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 en- tries include (once again, alphabetically):
- Flashback
- King Biscuit Flower Hour
- Pop chats
- Rockline
- Superstars Concert Series

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

AORs were well above the overall average in running program- ming for its strong audience following, while rarely citing financial or shift-filling advantages. Forty-seven percent ran shortform program- ming, a bit above the total average. Forty-three percent of AORs said there were too many countdowns. Artist interviews/profiles were considered oversaturation by 66%, almost as many as the "about enough" answers (40%). Oldies shows also met with relatively un-enthusiastic responses.

The most looked-for types of pro- gramming (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 program- ming than most formats, scheduling the following amounts:
- 0-6hrs 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 scor- ing. AT40 and Dees were the most coveted shows by a wide margin.

CHR mirrored the average re- sponse in reasons for running pro- gramming, with most opting for fillling programming needs and strong audience following. There was a pronounced aversion to shortform programming, with just 21% 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 with whopping 61%.

All other types of shows are ap- parently at satisfactory supply levels, by rather wide margins. However, if you subtract the votes for "about enough." some interest- ing 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.

CHRs run a lot of outside pro- gramming, as these figures show:
- 0-6hrs 27.2%
- 6-9hrs 34.6%

Country Calls
For More Artists

Country's favorite program ap- pears to be American Country Countdown, with large percentages of stations also mentioning Country Today, Solid Gold, and Country Music's Top Ten. AOR is also the most popular, and stations would like to have if they could.

Country stations lean more to- ward "filling programming needs" as the primary reason for running shows, compared to the total tally. They are also increasingly reversing their overall shortform programming percentages, with 56% carrying shortform.

To a great degree, Country out- lets appear content with the supple- mental programming they're get- ting. Other categories of shows, only two failed to score a majority in the "about enough" column. Those were simulcast TV concerts, about which 48% thought there was suffi- cient quantity and 47% felt more were needed; and live artist call- ins, with 33% 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:
- 0-6hrs 38.8%
- 6-9hrs 33.1%
- 10-hrs+ 28.1%

Country was almost right on the button with the cumulative aver- ages for net/syndie airtime.

Urban & Jazz:

No Consensus

Urban and Jazz stations did not reveal a clear picture of their net- work/program supplier prefer- ences 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 68% 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 seem- ing 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 program- ming.

**ARTIST CALL-IN, COMEDY BITS MOST NEEDED**

**Rating Today's Programming**

Radio stations were given the chance to express how satisfied they are with various types of outside program- ming. Totalling up, as we've done below, the responses from all formats on 12 different kinds of programs now gives pro- gram 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:

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

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 convinc- ing there are too many. Comedy drop-ins was a close one, but more radio people feel they needed additional entries than thought there were enough already. Live artist calls-in is the one category where the consensus is "give us some more."

Artist profile/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 about 2-1 on the oversaturation side.

On the other hand, comedy (as opposed to drop-ins) learned 3-1 to- ward "need more" if the middle column is subtracted, and magazine shows have a 2-1/2 to 1 ratio toward the demand side, apart from the "about enough."

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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ON THE INSIDE
WITH JAYNE KENNEDY
Jayne Kennedy captures the young adult market by looking inside the dreams and lifestyles of top back personalities.

THE CAR SHOW
COAST TO COAST
A fascinating one hour weekend radio show packed with problems, solutions, listeners phone calls and new model road tests... all about automobiles.

SUPER MIX DANCE PARTY
The dynamic weekend music show featuring three exciting hours of hot mix music by today's leading mixers, all hosted by WGCI's Marco Spoon.

TODAY'S WOMAN
An informative radio program that explores the lifestyles and interests of the American working woman in an innovative and provocative format.

CALL TODAY (713) 781-0781

The Radio Promotion and Program Innovators

COMMUNICATIONS GROUP INC

The Rising Stars at Starstream

Call Today (713) 781-0781
THE BEST TIME TO RUN THIS MESSAGE IS

AP offers the best possible set-up for any radio commercial ever recorded.
Whether your clients are announcing a Big Sale Sunday or singing the praises of Cherry Delight, they want an audience that's alert, attentive, and listening hard.
AP news is written to coax the brain out of its Background Mode. Spin the ear into Linear Reception. Set the listener up for a compelling sales message.
That's why radio advertisers willingly pay premium rates for top-of-the-hour AP news sponsorships, for newsbreak TAP Plan adjacencies, and for any of our AP Network features.
RIGHT AFTER THIS ONE:

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.

Associated Press
Broadcast Services

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

Created 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 DeBella and Steve Lushbaugh.

THE GOLDEN AGE OF RADIO THEATRE
Five hours weekly of classic radio programming, including Groucho Marx, Abbott & Costello, and others.

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 grab a share of the network pie, the heads of four small companies interviewed responded with a resounding “Yes.”

Explain 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 for 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 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 Geiber 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 Geiber, “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 Miller, 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 getting 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 into 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

“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
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
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' phone numbers is provided on Page 54.

**NEW PROGRAMS FOR 1987**

**CLOSING 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 concept, just as if you were sitting right there. Even go backstage during intermission.

**CLOSING SPECIAL**

*Interstate Satellite Network*

Producer: Steve Atkins
Host: Jari Mayberry/Dave Anthony
Terms: Free or Barter
Programs/week: 1
Number of runs: Unlimited
Delivery via: Satellite and Tape

Focus is on the latest rock news, candid talk with artists, and current hits.

**HIT LINES**

*Westwood One/Mutual*

Producer: S.R. Productions
Host: Luis Alberto Medina
Terms: Barter
Programs/week: 1
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.

**WORLD BEAT**

*World Satellite Network*

Producer: Doug Wendlt
Host: Doug Wendlt
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. Features artists, forms and themes change weekly.

**MILLER SOUND EXPRESS CONCERT SERIES**

*Westwood One/Mutual*

Producer: Westwood One/Lynnsey 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
Terms: Barter
Programs/week: 1
Number of runs: 1
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 STARING NINA BLACKWOOD**

*United Artists Inc.*

Producer: Edward Salomon
Host: Nina Blackwood
Terms: Barter
Programs/week: 1
Number of runs: Unlimited
Delivery via: Disc and Satellite

Children's show featuring opening acts and the week's top hits. For new parents, this program is a fusion of rock 'n' roll music, news, and current events.

**OPENING ACTS (COUNTRY EDITION)**

*Opening Acts, Inc.*

Producer: Carl Panzanella, 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 Hibborne
Host: Dave 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 Dave Anderson, music critic for the Buffalo News.

**THE DOLLY YEARS 1955-1969**

*Pepsi Hlline USA*

Producer: Charles Brown
Terms: Barter
Programs/week: 1
Number of runs: Unlimited
Delivery via: Tape

A one-hour program featuring opening acts hosted by Dave Anderson, music critic for the Buffalo News.

**RIGHT ON THE ROCK**

*Satellite Music Network*

Producer: Norman Davis (Rock Format)
Host: Norman Davis (Sheila Steel)
Terms: Cash/Barter
Programs/week: 1
Number of runs: Unlimited
Delivery via: Satellite

A custom blended special of new and old rock music released.

**THE ROCK HANSON**

*Radio Networks*

Producer: Jim Channeal
Host: Dave Anderson
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**

*Weeder Radio Network*

Producer: Kirt Daniels
Host: Various
Terms: Barter top 100 mks.
Programs/week: 1
Number of runs: Unlimited
Delivery via: Tape

Each week top country performers come before the Weeder 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
**WEEKLY MUSIC SHOWS**

(More than one hour)

**"American Dance Traxx"**
Westwood One/Mutual
Producer: Westwood One/Joel Saltowitz
Host: Jeff Wystt
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.

**"Cruisin' America"**
CBS Radio/Radio Today
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 Fornento 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: 2 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: Paul Hunter
Length: 2 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
Delivery via: Tape
A blend of new age selections including Windham Hill progressive acoustic sounds, melodic European synthesizer music, and light modern jazz.

**"The Jazz Discovery"**
Sea Cliff Productions
Producer: Jesse Sandige/Ken Johnson
Host: Jesse Sandige
Length: 3 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
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 served up two hours of the hottest dance music, celebrity interviews, club news, and more.

**"Let The Good Times Roll"**
Global Satellite
Producer: Drea Beach
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.

**"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 Sonach 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 acoustic sounds, melodic European synthesizer music, and light modern jazz.

**"On The Move"**
CBS Radio Programs
Producer: Ron Cutter Productions
Host: Tom Joyner
Length: 3 Hours
Terms: Barter
Programs/week: 1
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.

---

**SURVEY RESPONSE #1:**

---

- 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.
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.
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, WLTI/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
**Weekly Music Shows (More than one hour)**

Continued from Page 16

```
"Sunday Romancin"
Transmitter Radio Network
Host: Craig Allen
Length: 6 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.
```

```
"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 late '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.
```

```
"Country Datebook"
United Stations
Producer: Ed Salamon
Host: Del DeKorte
Length: 2:30
Terms: Barter
Programs/week: 7
Number of runs: 2
Delivery via: Disc and Satellite
Music series spotlighting an important event in country music 365 days a year.
```

```
"Country Music And The World Today"
Happi Associates
Producer: Sheeter Dudd
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 Ullie
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.
```

```
"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 calendar feature which highlights events in UK rock history with interviews, actualities, and a daily spotlights 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.
```

**Countrywide**

```
"Rock And Roll Never Forgets — Time Capsule"
Westwood One/Mutual
Producer: Westwood One
Host: Roger Scott
Length: 2 Hours
Terms: Barter
Number of runs: 1
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: Tim Holdridge
Length: 2:30
Terms: Barter
Programs/week: 1
Number of runs: 1
Delivery via: Tape and Satellite
Spottedlighting an important event in rock history occurring on a given date, with an appropriate classic track.
```

```
"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 Weekend 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
```

**Strong Sounds**

```
"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.
```

**Radeloscope**

```
"Radeloscope: 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 Radeloscope, the premier entertainment, information program for radio.
```

**SEASONAL AND SPECIAL MUSIC SHOWS**

```
"America's Concert In The Country"
Westwood One/Mutual
Producer: Westwood One
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.
```

Continued on Page 21
IMPROVE YOUR MUSIC WITH CENTURY 21 COMPACT DISCS

“GoldDiscs® are a programmer's dream come true! Broadcasters finally have the perfect source for all the music they play, both oldies and currents!”

Jhani Kaye
Station Manager
KOST 103 FM
Los Angeles, CA
Adult Contemporary

“GoldDisc®, we've got absolutely the best quality ever. Both separation and sound are superb! And GoldDiscs® all the right songs, now on digital discs!”

Jay Christian
Operations Manager
WGAR-AM-FM
Cleveland, OH
Country

“We are delighted with the pristine quality of Century 21's GoldDiscs®. It gives us CDs for songs that would otherwise be flawed or not available.”

Kevin Metheny
Program Director
KTKS, Kiss 106 FM
Dallas, TX
CHR/AC

“WZOK's music is 97% from CD, and Century 21 supplies the core of our library. Compared to other stations on the dial, listeners can hear the difference with GoldDiscs®!”

Mark McClure
Operations Manager
WZOK/WROK
Rockford, IL
CHR

It's amazing: digital Compact Discs give your station the clearest, cleanest, most impressive sound ever! CDs have no surface noise, never flutter or rumble, and never get cue-burned.

Century 21 Programming now has radio CDs with tight starts, consistent audio levels and amazing quality. They're made better than any other CDs, and we back them with a 5-year free exchange policy that guarantees they'll sound great for years!

Century 21 Programming’s GoldDiscs® are available now for Country, Mellow AC, AC, Top 40 Oldies, or CHR.

GoldDisc® CDs give you all the music you want—including hundreds of great-sounding songs you can’t find anywhere else! And GoldDiscs® are affordable because they include only the research-proven hits. Century 21’s CDs are less expensive per hit than record store CDs because you don’t pay for songs you couldn’t ever play.

Declare your independence from vinyl July 4, 1987, with Century 21’s weekly HitDiscs® for CHR, AC, and Country currents. Get superb sounding CDs via next day air on Tuesdays with Radio & Records™ chart adds, Most Active™,
### Seasonal and Special Music Shows

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<td>&quot;Memories Of Elvis&quot;</td>
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**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)

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

**Focus**

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

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

**The Beatles Silver Anniversary Specials**

- Producer: Ed Salomon
- 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. Airs Memorial Day weekend.

**Billboard’s Official Top 40 Hits Of The Beatles**

- Producer: Ed Salomon
- 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. Airs Labor Day weekend.

**Billboard’s Official Top 40 Hits In The USA Hits**

- Producer: Ed Salomon
- Host: TBA
- Length: 3 Hours
- Terms: Barter
- Programs/week: 1
- Number of runs: 1
- Delivery via: Disc and Satellite

**The Best Goes On: A Salute To The Superstars Of Soul**

- Producer: Westwood One/Mutual
- Host: Karen Shearer
- Host: Booker Bradshaw
- Length: 4 hrs. in 2 parts
- Terms: Barter
- Delivery via: Disc and Satellite
-

**Bon Jovi: Wanted Dead Or Alive**

- Producer: REMN Communications
- Host: Dan Nee
- 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
- Host: Mick Fleetwood and Redbook
- Length: 12 Hours
- Terms: Barter
- Programs/week: One Shot
- Number of runs: 1
- Delivery via: Disc
- Revised and re-packaged on the years 1964-1970. 180 records with 120 exclusive interviews. An exciting, fast-paced look at the British invasion era.

**California Cooler’s ’60s Party**

- Producer: Ed Salomon
- Host: TBA
- Length: 3 Hours
- Terms: Barter
- Programs/week: 1
- Number of runs: 1
- Delivery via: Disc and Satellite

**California Cooler’s ’70s Party**

- Producer: Ed Salomon
- Host: TBA
- Length: 3 Hours
- Terms: Barter
- Programs/week: 1
- Number of runs: 1
- Delivery via: Disc and Satellite

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

- Producer: Ed Salomon
- 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 Ed Salomon, Inc., with various guest stars honoring motherhood. Family oriented music and entertainment.

**Elvis 10th Anniversary Tribute**

- Producer: Bert Kleinman
- Host: ABC Radio Network
- Length: 3 Hours
- Terms: Barter
- Programs/week: 1
- Number of runs: 1
- Delivery via: Disc and Satellite

**Jazz Trax Best Of '87**

- Producer: Tom Holdridge
- Host: Larry McKay
- Length: 6 Hours
- Terms: Barter
- 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.

**MEMORIES of ELVIS**

- Producer: Waterfront Promotions
- Host: Joe Benson
- Length: 90 Minutes
- Terms: Barter
- Programs/week: 1
- Number of runs: 1
- Delivery via: Disc and Satellite

**Memories Of Elvis**

- Producer: Rick McFarland
- Host: ABC Radio Network
- Length: 12 Hours
- Terms: Barter
- Delivery via: Disc and Satellite

Airs 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.
### Comedy

**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 hit creator/producers of the hit song parodies "Vanna, Pick Me A Letter" and "The Ballad Of Jim And Tammy."

**"The Tony Wessel Report From Hollywood"**

Greg O'Neal

Host: Tony Wessel

Length: 90-2 Minutes

Terms: Cash

Programs/week: 1

Delivery via: Phone

The Wessel reports the real dirt from Hollywood, in movies, TV, music, and party antics.

**"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

An 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 World"**

**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 Scottlebaut hosts a fast-paced round-up of fanciful 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 Orrin's Radio Ranch

Length: 60

Terms: Cash

**SPORTS**

**"ACT Tour"**

Star Communications

Producer: J. 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: 90

Terms: Cash

Programs/week: 1/4/14

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

Producer: Scott Wetzel

Host: O.J. Simpson

Length: 90

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: 2

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: 90

Terms: Barter

Programs/week: 7

Number of runs: 1

Delivery via: Satellite

A sports roundtable discussion featuring various members of the media.

**"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

General reports from championship sporting events.

**"Customized Championship Events Package"**

At The Game Network

Producer: Scott Wetzel

Host: Varied

Length: Approx. :60 customized

Terms: Cash

Programs/week: Varies

Number of runs: 1

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, afteroon drive, and weekends.

**"Hoope"**

Robert Michelson Inc.

Producer: Robert Michelson

Length: One hour

Terms: Barter

Programs/week: 5

Delivery via: Satellite

College basketball's all time sweet 16 computer playoffs. Color by Bill Packer. 15 one-hour programs prior to the 1987 NCAA tournament. Statistics compiled by USA Today's Jeff Sagarin.

**"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

Producer: Varied

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 1968 Olympic stars. Refer Johnson, the 11-time 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: 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.

**"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: 90

Programs/week: 10

Number of runs: 10

Delivery via: Satellite

A five sports minute highlighting final scores and in progress scores of games being played as news items in sports such as horse racing, baseball and football.

**"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 for one or two stories of major interest weekly and/or an in-depth topical interview with players.

Continued on Page 26
THE CHILD IS FATHER TO THE MAN

RADIOSCOPE is proud to announce the birth of its parent company, BAILEY BROADCASTING SERVICES

Since 1983, with the help of an ever expanding network of premium affiliates, RADIOSCOPE has become the #1 Urban Contemporary Entertainment News and Information Program on the air today.

What does it take to be Number One? Just ask any of our over 100 affiliates, our 10 million listeners or any of our satisfied advertisers.

BAILEY BROADCASTING SERVICES announces the immediate availability of four new and exciting, innovative, informative and highly marketable SHORT FORM DAILY AND EXPANDED WEEKEND FEATURE PROGRAMS.
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 up-to-the-minute, on-the-go 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"**
P/A (Public Interest Affiliates)
Host: Joe McConnell
Length: 30 Minutes
Terms: Barter
Programs/week: 1
Number of runs: Unlimited
Delivery via: Tape

A dynamic 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: Star supplied
Length: Varied
Terms: Cash
Programs/week: 5-7
Number of runs: Unlimited
Delivery via: Tape

Actualities are provided weekly on one subject among players, coaches, broadcasters, and management. Station personally 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.

**"Crain's Business Report"**
P/A (Public Interest Affiliates)
Host: Christopher Michiel
Length: :30
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"**
P/A (Public Interest Affiliates)
Host: Christopher Michiel
Length: :30
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.

**"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.

**"The Auto Report With John Dinkel"**
Meatlcket Entertainment
Producer: Larry Boxer
Host: John Dinkel and Bruce Chandler
Length: 3:30
Terms: Barter
Programs/week: 4
Delivery via: Disc and Cassette

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

**"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: Satellite

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

**"Musicians' Handbook"**
Radio Shorts, Ltd.
Producer: Paul Ennis
Host: Augie Blume
Length: :30
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 to musicians, from garage bands to gold record recording artists.

**"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: :60
Terms: Cash
Number of runs: 5
Number of runs: Unlimited
Delivery via: Satellite

Pets And People, hosted by veterinary Dr. Jane Fishman, covers all aspects of pet health, care and behavior.

**"Sylvia Porter's Personal Finance Report"**
REMN 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 peaking and changing new technology world. Networking, bytes, cellular phones, and software are just a few exciting program topics of interest to the upper income professional.

**"SNB Money Smarts"**
Sheridan Broadcasting
Producer: Toni Jones
Host: Dave Clark
Length: :60
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: Betty Ballard
Length: 2:30
Terms: Barter
Programs/week: 1
Number of runs: M-F, once/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 McCole
Length: 90 Seconds
Programs/week: 5
Number of runs: 4
Delivery via: Satellite

Inspirational self-help.
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?
The World is discovering what America already knows...


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
**World Space Report**

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

"Classic Country"
The Country Classics Without The Country
Producer: Joe Planck
Host: John Ogle
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. Lorrie Cauthin
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
Delivered 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"
Classic 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-back 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
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 show covers a dozen timely topics each week.

"Quirks 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 show covers a dozen timely topics each week.

"S.B.C.A. Information Network"
North America 1
Producer: Harry Thibeau
Host: Harry Thibeau
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.

"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 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 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 Very
Length: 2 Minutes
Terms: Barter
Programs/week: 1
Number of runs: Open
Delivery via: Tape
Blending 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: Tori 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.

"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.

"Interview"
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
Programs for women with young children/pre-teens. Target demo: women 18-44.

"—if [person]—"
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 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.

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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 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 Very
Length: 2 Minutes
Terms: Barter
Programs/week: 1
Number of runs: Open
Delivery via: Tape
Blending 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: Tori 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.

"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.

"Interview"
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
Programs for women with young children/pre-teens. Target demo: women 18-44.

"—if [person]—"
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 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.
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, TMCI's no risk, Money-Market Guarantee.

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

<table>
<thead>
<tr>
<th>Concept Sales References</th>
<th>1 Week</th>
<th>Market</th>
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<tr>
<td>WIL</td>
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<tr>
<td>WEGR/ WREC</td>
<td>$194,000</td>
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<tr>
<td>WASP</td>
<td>$45,100</td>
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<td>KE8C</td>
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<td>WDEN</td>
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<td>KWYZ</td>
<td>$88,800</td>
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<td>WADK/ WVEE</td>
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<tr>
<td>KHAT</td>
<td>$46,000</td>
<td>200</td>
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<td>WAWK/ WBTU</td>
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<td>WDAD</td>
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<tr>
<td>WGCH</td>
<td>$58,000</td>
<td>300+</td>
</tr>
<tr>
<td>WKKR</td>
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<td>CJCL</td>
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<tr>
<td>WLAN</td>
<td>$60,000</td>
<td>118</td>
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<tr>
<td>KDKK/ KCIZ</td>
<td>$55,000</td>
<td>312</td>
</tr>
</tbody>
</table>

*In Texas call cones (214-634-8511)
*1987 TM Communications, Inc.
“Kala Klassic Gold”
Kalasound
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 full-time programming.

“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.”

“Tecksonics”
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”
Transstar
Terms: Cash
Delivery via: Satellite
Music and Memories of great artists like Frank Sinatra, Johnny Mathis, Nat “King” Cole, Barry Mandel, and the Carpenters. Live personalities, 24 hours per day.

“Classic Country —
The Format”
The Programming Consultants, Inc.
Delivery via: Tape
Fifty 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

“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.

“Kala Klassic Gold”
Kalasound
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 full-time programming.

“1986 Pop Oldies Update”
Music Director
Programming Service
Terms: Cash
Delivery via: Tape
Six reels contain 1986 recasts. These reels can be added to our Basic Gold Oldies library to bring the library up to date.

“AM Only”
Transstar
Terms: Cash
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Music and Memories of great artists like Frank Sinatra, Johnny Mathis, Nat “King” Cole, Barry Mandel, and the Carpenters. Live personalities, 24 hours per day.

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“Classic Country —
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The Programming Consultants, Inc.
Delivery via: Tape
Fifty 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.
"TERRIFIC! Those words describe my reaction after hearing the first episodes of JOHNNY CASH'S AMERICAN FOLKLORE.

— Mike, Vice President, NewsTalk, St. Louis, MO

"After 33 years in the entertainment business...I do not read 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 business 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 folkways, 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.
Perment 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-audience 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."

Techsales 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 produc-
tion 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.

"Our production music library sales are probably 98 percent CD."
—Cecelia Garr

"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 clumsy 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!

NOT AN INFLATABLE
MARKET EXCLUSIVITY GUARANTEED

"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!"

Scott Ginsburg, President
Statewide Broadcasting
(soon to merge with Heftel)

Call now to see if your market is still available
305-626-3774
HEARTLINE

• A “one of a kind” Rock Show that affords you positive weekend advertising sales opportunities.
• Conveys a “Positive Pulse” to your market.
• Consistently boasting high numbers with existing stations.
• Gives your listener new rock sounds from familiar artists such as Kerry Livgren (of Kansas fame), Philip Bailey (Earth, Wind, and Fire), and Amy Grant, plus music from artists they’ll want to know.

For information and a demo cassette, contact:

HEARTLINE
Dav d’Productions, Inc.
1100 16th Ave. South
Nashville, TN 37212
(615) 455-9020

Now Available through 310 Communications of Los Angeles, CA Group, Inc.
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.

### CURRENT LISTINGS

**The R&R Programming Guide**

**Wealthy Music Shows**

*(One hour or less)*

<table>
<thead>
<tr>
<th>Name</th>
<th>Network</th>
<th>Producer</th>
<th>Host</th>
<th>Length</th>
<th>Terms</th>
<th>Number of runs</th>
<th>Delivery</th>
<th>Program began airing</th>
<th>Number of runs</th>
<th>Affiliates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elvis Hour</td>
<td>WFLA</td>
<td>Rich Warren</td>
<td>Joel Denver</td>
<td>Half hour</td>
<td>Free</td>
<td>1</td>
<td>Disc</td>
<td>6/1/86</td>
<td>1</td>
<td>85</td>
</tr>
<tr>
<td>Folkstage</td>
<td>WFMT</td>
<td>Denny Smolak</td>
<td>Denny Smolak</td>
<td>Half hour</td>
<td>Free</td>
<td>1</td>
<td>Disc</td>
<td>4/15/85</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Legends of Rock</td>
<td>NBC</td>
<td>Ray Michaels</td>
<td>Jim Unrath</td>
<td>One hour</td>
<td>Free</td>
<td>1</td>
<td>Satellite</td>
<td>11/1/82</td>
<td>1/2</td>
<td>300</td>
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<tr>
<td>Lincoln's Music In America</td>
<td>WFMT</td>
<td>Drew Egan</td>
<td>Drew Egan</td>
<td>One hour</td>
<td>Free</td>
<td>1</td>
<td>Satellite</td>
<td>11/1/82</td>
<td>1/2</td>
<td>300</td>
</tr>
</tbody>
</table>

**Afmetlow**

*Afmetlow 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 sacred music and spirituality presented by Don Johnson.

**Classic Cuts**

*MJI*

Host: Dave Herman
Length: One hour
Terms: Barter
Programs/week: 1
Delivery via: Disc
Program began airing: 12/28/86
Affiliates: 15

The biggest names in rock talk about the inspiration behind the songs of the sixties and seventies which made them famous.
WE PROUDLY ANNOUNCE OUR SPONSOR: SEAGRAM'S WINE COOLERS

Contemporary Jazz of the Eighties

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.

THE JAZZ SHOW WITH MASS APPEAL RATINGS & HUGE ADULT NUMBERS.
Successfully airing in 20 cities, Jazz Trax is being offered now nationwide. You can't 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

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.
<table>
<thead>
<tr>
<th>Program</th>
<th>Week</th>
<th>Length</th>
<th>Host</th>
<th>Terms</th>
<th>Producer</th>
<th>Commission</th>
<th>AIRS</th>
<th>Number of runs</th>
<th>Delivery via</th>
<th>Program began airing</th>
<th>Affiliates</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>&quot;Star Beat!&quot;</td>
<td>MJI</td>
<td>49</td>
<td>Bob Steele</td>
<td>One hour</td>
<td>Gay</td>
<td>Felicia Webb</td>
<td>Stereo</td>
<td>2</td>
<td>Satellite</td>
<td>10/1/85</td>
<td>800</td>
<td>Longest running country countdown with music from Billboard, plus stories behind the songs and the personalities who make the hits.</td>
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<tr>
<td>&quot;American Top 40&quot;</td>
<td>ABC</td>
<td>7/73</td>
<td>Casey Kasem</td>
<td>4 Hours</td>
<td>Pop</td>
<td>Disc</td>
<td>Satellite</td>
<td>1100</td>
<td>The leading company in Canada is represented by its best productions in a series originating at Toronto’s O’Keefe Center.</td>
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<tr>
<td>&quot;American Top 40&quot;</td>
<td>ABC</td>
<td>7/73</td>
<td>Terry Campbell</td>
<td>1 Day</td>
<td>Pop</td>
<td>Disc</td>
<td>Satellite</td>
<td>1100</td>
<td>Longest running Top 40 countdown with hits according to Billboard. In-depth reports on concert music events and the personalities who make the hits.</td>
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<tr>
<td>&quot;American Top 40&quot;</td>
<td>ABC</td>
<td>7/73</td>
<td>Love</td>
<td>1 Hour</td>
<td>Pop</td>
<td>Disc</td>
<td>Satellite</td>
<td>1100</td>
<td>From acoustically outstanding churches and auditoriums in the Chicago area, highly acclaimed performances of masses, oratorios, cantatas, and chamber music.</td>
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<tr>
<td>&quot;Canadian Opera Company&quot;</td>
<td>ABC</td>
<td>7/73</td>
<td>Terry Campbell</td>
<td>1 Day</td>
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**WEEKLY MUSIC SHOWS (One hour or less)**

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<th>Program</th>
<th>Week</th>
<th>Length</th>
<th>Host</th>
<th>Terms</th>
<th>Producer</th>
<th>Commission</th>
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<tr>
<td>&quot;What's Nu Productions&quot;</td>
<td>&quot;What's Nu Danse Party&quot;</td>
<td>Ken Webb Communications</td>
<td>Felicia Webb</td>
<td>One hour</td>
<td>Gay</td>
<td>Stereo</td>
<td>Disc</td>
<td>2</td>
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<td>Felicia Webb</td>
<td>One hour</td>
<td>Gay</td>
<td>Stereo</td>
<td>Disc</td>
<td>2</td>
<td>Satellite</td>
<td>10/1/85</td>
<td>800</td>
<td>Longest running country countdown with music from Billboard, plus stories behind the songs and the personalities who make the hits.</td>
</tr>
<tr>
<td>&quot;What's Nu Productions&quot;</td>
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<td>Longest running country countdown with music from Billboard, plus stories behind the songs and the personalities who make the hits.</td>
</tr>
</tbody>
</table>
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**Country Report Countdown**

Host: Rick Dees
Producer: Ron Martin
Host: R. Martin/D. Conner/H. Cher
Length: 4 Hours
Terms: Cash/Barter
Programs/week: 1
Delivery via: Tape
Program began airing: 3/80
Affiliates: 4

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: 60

Spotlights on contemporary jazz with a guest musician featured in capsulated conversation.

**Gospel America**

Sheridan
Producer: Nate Holls
Host: Nate Holls
Length: 9 Hours
Terms: Barter
Programs/week: 1

Number of runs: 1
Delivery via: Satellite

**Gospel America**

**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: 3/1/86
Affiliates: 100

MOR/M主持/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, life-stories, 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
Number of runs: 1
Delivery via: Satellite
Program began airing: 4/8/86
Affiliates: 50

Spotlights different artists/group presentations 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

**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

Super concerts and recitals from Salzburg, Vienna, and other major festivals and concert halls of Europe, including the Berlin and Vienna Philharmonic Orchestras.

**Jazz**

Alternative Programming
Producer: James Hiett
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 feature 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 Denemark
Host: David Sanborn
Length: 2 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
Delivery via: Satellite
Program began airing: 1/15/86
Affiliates: 135

Best in Contemporary Jazz including interview segments with leading artists.

**John Landers' Hit Music USA**

United Stations
Producer: John Landers
Host: John Landers
Length: 4 Hours
Terms: Barter
Programs/week: 1
Number of runs: 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 lines.

**Kaleidophonic Jazz**

Syndicom
Producer: Alan Omstead
Host: Alan Omstead
Length: 3 Hours
Terms: Cash
Programs/week: 1
Number of runs: 2
Delivery via: Tape
Program began airing: 9/10/80
Affiliates: 4

A Jazz diversity special feature designed for a Sunday morning slot. Targets upscale demos and sells Sunday inventory.

**L'Orealla Symphonique**

WFMT Fine Arts
Producer: CBC Entertainment & WFMT/Chicago
Host: Henry Berger
Length: 2 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
Delivery via: Satellite
Program began airing: 7/1/85
Affiliates: 130

These brilliant concerts are recorded at Montreal's Place Des Arts with one of the world's top conductors, Charles Dutoit.

**Lei 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
Program began airing: 10/84
Affiliates: 150

Focus on Motor City artists and music/special theme shows and highlighted years in the history of Detroit music/artists interviews.

**Musical**

Westwood One/Mutual
Producer: Ron Cutter Productions
Host: Chuck Southcott
Length: 2 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
Delivery via: Disc/satellite
Program began airing: 10/84
Affiliates: 50

Celebrates classic Broadway and Hollywood musicals with spotlights on the tunes and performances who made them great.

**Milwaukee Symphony Orchestra**

WFMT Fine Arts
Producer: Evan Meages
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 Zenek Macal is heard in concert from Milwaukee.

**Motor City Beat**

United Stations
Producer: Ed Salamon
Host: Bill Rock
Length: 3 Hours
Terms: Barter
Programs/week: 1
Number of runs: 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/artists interviews.

**R&R Rocks**

Presents "The Hits, Humor, And Interviews."

Program began airing: 4/11/86
Affiliates: 80

Theme weekend specials highlighting selected music eras, holidays, and music artists from the '50s, '60s, and the best of the '70s.

**Spotlights**

United Stations
Producer: John Landers
Host: John Landers
Length: 4 Hours
Terms: Barter
Programs/week: 1
Number of runs: 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 lines.
**WEEKLY MUSIC SHOWS** (More than one hour)

**Nuveen/Lyric Starstreams**
Producer: Frank Forest Productions
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/space music. 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: 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 Woodruff
Length: 3 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
Delivery via: Satellite
Program began airing: 6/18/83
Affiliates: 35

Three hours of smooth, adult-oriented urban sound, featuring a mix of Oldies, ballads, and jazz fusion. Sunday's 10 pm-midnight, Eastern.

**Nuvem/lyric Opera of Chicago**
WFMT Fine Arts
Producer: Lois Baum/Evens Mirageas
Host: Norman Bolter
Length: 3 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
Delivery via: Satellite
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 Peyton
Host: Lee Arnold
Length: 3 Hours
Terms: Barter
Programs/week: 1
Delivery via: Disc/satellite
Program began airing: 1/83
Affiliates: 375

**San Francisco Symphony Orchestra**
WFMT Fine Arts
Length: 2 Hours
Terms: Free
Programs/week: 1
Number of runs: 1
Delivery via: Satellite
Program began airing: 4/5/86
Affiliates: 160

Focusing the hottest superstar of rock recorded in live concert.

**That's Love**
Westwood One/Mutual
Producer: Ron Cutter Productions
Host: Summer/Vactic
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 3 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 3 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

A chart-oriented sizzling countdown of the hottest hits, plus entertaining tidbits on artists, movies, and big-seller albums.

**Top 30 USA**
CBS
Producer: Frank Camarata
Host: M.G. Kelly
Length: 3 Hours
Terms: Barter
Programs/week: 1
Number of runs: 1
Program began airing: 7/8/83
Affiliates: 300
M.G. Kelly hosts this weekly 3-hour countdown of the top 30 Adult Contemporary songs mixed with special theme sets.

**The Weekly Country Music Countdown**
United Stations
Producer: Ed Salmon
Continued on Page 42
**WEEKLY MUSIC SHOWS (More than one hour)**

**Continued from Page 41**

**Continued**

**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 Wendi's World Beat"**  
**World Beat**  
**Producer:** Doug Wendi  
**Host:** Doug Wendi  
**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, July-7, etc. in Fusion plus world beat classics & Motown meets trenchtown segments.**

---

**"An Original Christmas"**  
**Teleprograms**  
**Host:** Don Bleu  
**Length:** 12 Hours  
**Terms:** Cash  
**Number of runs:** 2  
**Delivery via:** Disc  
**Program began airing:** 12/25/86  
**Affiliates:** 15  
**A contemporary Christmas that highlights the 160 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 "tournamont of jams" that highlights the best music talent in the country. Cummeling in a national finals competition awarding $80,000 in prizes.**

---

**"Celebration Of America: Otis Connor Productions"**  
**Host:** Alex Burton  
**Length:** 24 Hours  
**Terms:** Cash  
**Number of runs:** 1  
**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  

---

**"Christmas In The Country"**  
**Drake-Chenault**  
**Host:** Bob Kingelay  
**Length:** 6 Hours  
**Terms:** Barter  
**Number of runs:** Unlimited  
**Delivery via:** Disc  
**Christmas music and stories for the holiday season by your favorite country artists.**

---

**"Joy Of Christmas"**  
**Public Interest Affiliates**  
**Producer:** PLA/Street  
**Length:** 20 Hours  
**Terms:** Barter  
**Delivery via:** Disc  
**Program began airing:** 12/24/83  
**Celebrate with 20 hours of Christmas music combining traditional and contemporary artists, performing favorite holiday classics — no talk — targeted for AC, MOR.**

---

**"Kalamusic Christmas Music!"**  
**Kalamusic Productions**  
**Terms:** Cash  
**Affiliates:** 75  
**Available in all music formats.**

---

**"King: A Countdown"**  
**Syndicate It**  
**Host:** Brock Peters  
**Length:** 30  
**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-up to King musical tribute.**

---

**"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 1987"**  
**United Stations**  
**Producer:** ED Salomon  
**Host:** Buzz Bowman  
**Length:** 3 Hours  
**Terms:** Barter  
**Delivery via:** Disc/satellite  
**Program began airing:** 5/82  
**Affiliates:** 100  
**A country series runs on six holiday weekends featuring top country performer/hosts/Interviews.**

---

**"Dick Bartley's All-Time Favorite Oldies Countdown"**  
**United Stations**  
**Producer:** DB Productions  
**Host:** Dick Bartley  
**Length:** 6 Hours  
**Terms:** Barter  
**Programs/week:** 2  
**Number of runs:** 1  
**Delivery via:** Satellite/disc  
**Program began airing:** 7/81  
**Affiliates:** 200  
**Six hours of the most popular oldies as determined by postcard ballots submitted by listeners. Airs 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.**

---

**"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.**

---

**"Music Of American Country"**  
**ABC**  
**Producer:** Bob Karmrsky  
**Host:** Del Demontieux  
**Length:** 90 Minutes  
**Terms:** Barter  
**Programs/week:** 1  
**Number of runs:** 1  
**Delivery via:** Satellite/Disc  
**Program began airing:** 12/30/81  
**Coverage AC & CHR oriented. Greatest Christmas music from the world, a festive special that captures the spirit of Christmas.**

---

**"Music Of Christmas"**  
**Kris Stevens Enterprises**  
**Host:** Various  
**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.**

---

**"The News That Rocked"**  
**ABC**  
**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.**
“Rock Of Your Life”

ABC
Producer: Denny Soschak
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.

“The Beatles In Their Life”

The 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
A look at the world of The Beatles from a unique perspective.

“Country’s Best”

Radio Arts
Producer: Paul Andersen
Host: Hulton
Length: 5 hours
Terms: Cash
Programs/week: 1
Number of runs: 2
Delivery via: Disc
Program began airing: 85
Affiliates: 200
An all-country program for Oldies lovers.

“Beatles-Days In Their Life”

The Programming Consultants
Producer: Sonic Workshop
Host: L. Lippon/O. Pickard
Length: Half hour
Terms: Cash
Programs/week: 1
Number of runs: 2
Delivery via: Satellite
The top 40 hits of the ’80s with interviews and backround on the artists and songs.

“Sinatra Biograph In Song”

Frank Sinatra: Biography In Song

Creative Radio Network
Producer: Peter Kline
Host: Gene Norman
Length: 6 hours
Terms: Cash
Programs/week: 1
Number of runs: 2
Delivery via: Tape
Program began airing: 1985
Affiliates: 200
A look at the music and life of Frank Sinatra.

“Golden Age Of Radio”

Premiere Radio
Producer: Victor Ives
Host: Victor Ives
Length: One hour
Terms: Barter
Programs/week: 5
A nostalgic look at radio programs from the 30s, 40s and 50s.

“Mondo Artistico”

Westwood One/Mutual
Producer: Hispanic Entertainment
Host: Ernesto Cervera
Length: One Hour
Terms: Barter
Delivery via: Satellite
Program began airing: 6/85
Affiliates: 350
A special series featuring interviews with Hispanic entertainers.

“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 series featuring exciting interviews with famous personalities.

“Judy Garland: Rainbow...”

Creative Radio Network
Producer: Peter Kline
Host: Tom Murphy
Length: 4 hours
Terms: Cash
Programs/week: 1
Number of runs: 2
Delivery via: Tape
Program began airing: 1985
Affiliates: 75
A look at the career of Judy Garland.

“New Frontier...”

Creative Radio Network
Producer: Western Front Broadcasting
Host: Julio Flores
Length: One hour
Terms: Barter
Programs/week: 1
Number of runs: 2
Delivery via: Tape
Program began airing: 1985
Affiliates: 100
A look at the career of Judy Garland.

“The United Negro College Fund”

Creative Radio Network
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: 0
A special series featuring the history of the United Negro College Fund.

“The Beatles In Their Life”

The Beatle Invasion

Creative Radio Network
Producer: Paul Andersen
Host: Hulton
Length: 5 hours
Terms: Cash
Programs/week: 1
Number of runs: 2
Delivery via: Disc
Program began airing: 85
Affiliates: 200
A nostalgic look at the Beatles.

“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 rock and roll with hundreds of exclusive interviews.

“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
A look at the career of Lionel Richie.

“Live Broadcasts From London”

Rock Over London
Delivery via: Satellite
Program began airing: 1985
“A Rock Over London" arranges "live" broadcasts from any location in the London area, very flexible.

“Leo 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
A biography of Nat King Cole.

“Sinatra Biograph 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
A biography of Frank Sinatra.

“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.

“Campbell Playhouse”

Public Interest Affiliates
Producer: Public Interest Affiliates
Host: Orson Welles
Length: One hour
Terms: Barter
Programs/week: 1
Delivery via: Tape
Program began airing: 12/7/86
Affiliates: 154
A collection of classic dramas, spotlighting Orson Welles performed by the greatest stars of stage and screen.

“Golden Age Of Radio”

Premiere Radio
Producer: Victor Ives
Host: Victor Ives
Length: One hour
Terms: Barter
Programs/week: 5
A collection of classic dramas, spotlighting Orson Welles performed by the greatest stars of stage and screen.

“Sinatra Biograph In Song”

Creative Radio Network
Producer: Peter Kline
Host: Gene Norman
Length: 6 hours
Terms: Cash
Programs/week: 1
Number of runs: 2
Delivery via: Tape
Program began airing: 1985
Affiliates: 200
A look at the career of Frank Sinatra.

“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 rock and roll with hundreds of exclusive interviews.

“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
A look at the career of Lionel Richie.

“Live Broadcasts From London”

Rock Over London
Delivery via: Satellite
Program began airing: 1985
“A Rock Over London" arranges "live" broadcasts from any location in the London area, very flexible.

“Leo 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
A biography of Nat King Cole.

“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.

“Campbell Playhouse”

Public Interest Affiliates
Producer: Public Interest Affiliates
Host: Orson Welles
Length: One hour
Terms: Barter
Programs/week: 1
Delivery via: Tape
Program began airing: 12/7/86
Affiliates: 154
A collection of classic dramas, spotlighting Orson Welles performed by the greatest stars of stage and screen.

“Golden Age Of Radio”

Premiere Radio
Producer: Victor Ives
Host: Victor Ives
Length: One hour
Terms: Barter
Programs/week: 5
A collection of classic dramas, spotlighting Orson Welles performed by the greatest stars of stage and screen.
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 ELVIS/ Shure/ life/ Superstars. Artists relate on-one-on with listeners. Julio, Peter, Paul & Mary, Matisa, 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 Enthal
Length: 90 Minutes
Terms: Barter
Delivery via: Disc/tape
Program began airing: 11/85
Affiliates: 200
Companion program featuring tracks by new bands on small independent labels; plus 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 Wills
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"
Music Education, Interviews
Producer: Edward Rasen
Host: Peter Zaremba
Length: One Hour
Terms: Barter
Delivery via: Disc
Program began airing: 1985
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 Halvor
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"
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: 11/80
Affiliates: 162
The most famous radio drama series of all time, "The Lone Ranger," "Dragnet," "Gunsmoke," "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 EBS 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"
Dance-Chenault
Producer: Dance-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.

"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.

"Country Report"
Weedock Radio Network
Producer: Ron Martin
Host: Ron Martin
Length: 3 Minutes
Terms: Barter
Programs/week: 10
Delivery via: Tape
Country radio's only game show, combining programming with a promotion. Guess the correct Country artist, group, or record. Features frequent mystery guests.

"Country Calendar"
Clayton Webster
Producer: Scott Blake
Length: 2 Minutes
Terms: Barter
Programs/week: 7
Delivery via: Disc
Program began airing: 10/81
Affiliates: 584
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 theme, music and information about the week's guest.

"Country News"
James Paul Brown
Entertainment
"Country Quiz"
MJL 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.

"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.

"Unforgettable: A Tribute To Net Kings Cole"
Radio Arts
Host: Johnny Mathis/Net King Cole
Length: 6 Hours
Terms: Cash
Delivery via: Tape
Affiliates: 25
An hour to Net Kings Cole, his life and music, with interviews of those who knew and worked with him.

"Westwood One Presents"
Westwood One/Mutual
Producer: Westwood One/Jen 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.

"Psychedelic Panack"
Westwood One/Mutual
Producer: Danny Scharn 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.
**Survey Response #6: What Shows Does Your Station Carry?**

**Country**

1. American Country Countdown (ABC)
2. Country Today (MJI)
3. Live From Gilley’s (Westwood One/Mutual)
4. 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.

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**American Country Countdown**

Host: Bob Kevoian/Carlson

**Country Today**

Host: Jim Jarrett

**Live From Gilley’s**

Host: LaRue Carter

**Weekly Country Music Countdown**

Host: Jim Jarrett

**On A Country Road**

Host: Jim Jarrett

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**Rock Quiz**

MJI Broadcasting

Host: Richard Neer

**MJI**

Hosting: Mike Fitzgerald

**Terms:**

**Length:** 60

**Number of programs/week:**

**Delivery via:** Tape

**Program began airing:** 7/83

**Affiliates:** 136

Interviews with music recording stars, movie stars, directors, and producers.

---

**Rock 'n' Roll Express**

Continuum Broadcasting

**Host:** Mike Fitzgerald

**Terms:**

**Length:** 60

**Number of programs/week:**

**Delivery via:** Tape/Satellite

**Program began airing:** 10/18/82

**Affiliates:** 105

Top 40 (CHR) and AOR vignettes with top stars, producers, and flashbacks to music milestones.

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**Sixty Second LP**

Sixty Second LP, Inc.

**Host:** Dick Cavett

**Length:** One minute

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**Sixty Second LP**

Sixty Second LP, Inc.

**Producer:** Jeff Craig

**Host:** Jeff Craig

**Length:** One minute

**Terms:**

**Number of programs/week:**

**Delivery via:** Disc

**Program began airing:** 1/1/76

**Affiliates:** 221

---

**Solid Gold Country**

United Stations

**Producer:** Ed Saloman

**Host:** Mike Fitzgerald

**Length:** 1 hour

**Terms:**

**Number of programs/week:**

**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)
3. Live From Gilley’s (Westwood One/Mutual)
4. 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.

---

**American Country Countdown**

Host: Bob Kevoian/Carlson

**Country Today**

Host: Jim Jarrett

**Live From Gilley’s**

Host: LaRue Carter

**Weekly Country Music Countdown**

Host: Jim Jarrett

**On A Country Road**

Host: Jim Jarrett

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**R&R Broadcasting**

Host: Mike Fitzgerald

**Terms:**

**Length:** 60

**Number of programs/week:**

**Delivery via:** Tape

**Program began airing:** 1/1/79

**Affiliates:** 335

The best classic and current comedy routines, exclusive interviews, monthly co-hosts and live bits never heard before on radio.

---

**American Comedy Network**

Host: Mike Fitzgerald

**Terms:**

**Length:** 60

**Number of programs/week:**

**Delivery via:** Tape

**Program began airing:** 10/30/84

**Affiliates:** 40

Mystery themed programming

---

**Comedy Radio Library**

Charles Michaelson

**Producer:** Robert Michaelson

**Host:** Henry Youngman

**Length:** 90 Seconds

**Number of programs/week:**

**Delivery via:** Tape

**Program began airing:** 10

**Affiliates:** 15

Features for personality oriented morning shows in all formats.

---

**Comedy Show**

Clayton Webster

**Producer:** Dan Randal

**Length:** 2 Minutes

**Terms:**

**Number of programs/week:**

**Delivery via:** Disc

**Program began airing:** 8/21/86

**Affiliates:** 20

Short form Jerry Lewis inspired comedy show.

---

**Comedy Spot Hosted By Dick Cavett**

Clayton Webster

**Producer:** Dan Randal

**Length:** 2 Minutes

**Terms:**

**Number of programs/week:**

**Delivery via:** Disc

**Program began airing:** 1982

**Affiliates:** 300

Short form daily version of the comedy show.

---

**Edgar Bergen/Charlie McCarthy**

Charles Michaelson

**Host:** Edgar Bergen

**Length:** 30 Minutes

**Terms:**

**Number of programs/week:**

**Delivery via:** Tape

**Program began airing:** 11/86

**Affiliates:**

Comedy at its best, the ventriloquist and his wooden dummy. "Charlie."

---

**Fun Factory**

**Producer:** Mark McEwen

**Length:** 1 Hour

**Terms:**

**Number of programs/week:**

**Delivery via:** Disc

**Program began airing:** 1/1/86

**Affiliates:**

A weekly package of original comedy bits: song parodies, spoofs, commercials, interactive call-ins and more.

---

**Survey Response #6:**

**What Shows Does Your Station Carry?**

**Country**

1. American Country Countdown (ABC)
2. Country Today (MJI)
3. Live From Gilley’s (Westwood One/Mutual)
4. 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.

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**ACM National Features**

American Country Comedy Network

**Host:** Cash

**Terms:**

**Number of programs/week:**

**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.

---

**Believe & Care**

Comedy Network

**Belieb Care Productions**

**Terms:**

**Number of runs:**

**Delivery via:** Tape

**Program began airing:** 7/83

**Affiliates:**

Belief Comic Drop-In Service.

---

**Burns & Allen**

Charles Michaelson Inc

**Producer:** Irving Fein

**Host:** George Burns/Gracie Allen

**Length:** 30 Minutes

**Terms:**

**Number of programs/week:**

**Delivery via:** Tape

**Program began airing:** 52 broadcasts of this top-rated series from the vintage days of radio.

---

**Chickenman**

Chicago Radio Syndicate

**Producer:** Dick Orkin

**Terms:**

**Number of runs:**

**Delivery via:** Tape

**Program began airing:** 1982

**Affiliates:** 500

Daily comedy feature. Original episodes with radio’s most popular superstar/criminal. Serialzed adventure.

---

**Cleaver’s All My Children**

Premiere Radio

**Producer:** Joe Cipriano

**Terms:**

**Number of runs:**

**Delivery via:** Satellite/phone feed

**Program began airing:** 11/86

**Affiliates:**

1 rated comedy mini-feature. Currently airing on 2,000 New York, KSFM/Los Angeles, WSCR-Chicago, and 150 other top stations.

---

**Comedy Hour**

MJI

**Host:** Mark McEwen

**Length:** 1 Hour

**Terms:**

**Number of programs/week:**

**Delivery via:** Disc

**Program began airing:**

**Afiliates:**

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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.

"Mini People"
Chicago Radio Syndicate
Producer: Dick Orin
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. DeBea & S. Lushbaugh
Length: 30 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.

"The Laugh Machine"
ProMedia
Length: 1 Minute
Terms: Barter
Programs/week: 6
Delivery via: Tape
Program began airing: 1981
Affiliates: 100
Classic cuts, rare routines, and comedic 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.

"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
Terms: 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 areas home and away.

"Laugh Machine"
Motor Racing Network
Producer: J. McMullen & A. Bostwick
Host: El God
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: 1987
Affiliates: 250
For the 20th consecutive season, 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.

"The Sporting News Report"

"NASCAR Live"
Motor Racing Network
Producer: J. McMullen & A. Bostwick
Host: El God
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.

"Sports Explosion"
Public Interest Affiliates
Host: Joe McConnell
Length: 30 Minutes
Terms: Barter
Programs/week: 1
Delivery via: Tape
Program began airing: 1/19/88
Upbeat sports talk lineup, coach & player interviews, actualities, play-by-play highlights, guest commentaries and special "fan-talk" feature.
**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: 4/29/86
Affiliates: 255

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: 7/17/86

Angler tips on freshwater fishing techniques, new products, tournaments, and safety tips.

**"Business Beat"**
Westwood One/Mutual
Producer: John Hargreaves
Host: John Hargreaves
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 pocketbook.

**"Changing Times"**
Westwood One/Mutual Radio
Producer: Kipper Jones
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

At least twice weekly, producers bring computer users up to date on the latest developments in computer technology.

**"American Know How!"**
Associated Press
Producer: Ed Beach Productions
Host: Al Cardin, Jerry Baker
Length: 2 Hours
Terms: Barter
Programs/week: 2
Delivery via: Satellite
Program began airing: 1985
Affiliates: 37

AKHN is a live two-hour call-in radio show aired at the do-it-yourselfer in today's market. Hosted by super-harried man Al Cardin, and master gardener Jerry Baker.

**"Business Update"**
CBS
Producer: Joseph Dombro/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 brings an in-depth 1/2 hour broadcast, Monday-Friday, that mixes business news with features, investment info and stock market.

**"Hotel Connection"**
Associated Press
Producer: Hotel Connection
Host: Sol Rosenberg
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, additional activities on current topics of health and medicine of general interest.

Continued on Page 48
**LifeStyle Features**

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 Colin  
Length: 90 Seconds  
Terms: Cash  
Programs/week: 5  
Delivery via: Satellite/cassette  
Programs/week: 1  
Affiliates: 140  
Reports on major companies. Their strategies, successes, failures, and their managers. Interesting profiles of business leaders by Geoff Colin 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, at the consumer's 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 broadcast 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. Coke Mirk  
Length: 90 Seconds  
Terms: Cash  
Programs/week: 5  
Delivery via: Satellite/cassette  
Affiliates: 21  
Offers tips on getting and staying in shape. Mr. Mirk 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 Oggo  
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. Conde, 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: Helir Greenc  
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 airline 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.

"Sexuality 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: 85  
Call-in advice program dealing explicitly with sexual matters and personal relationships.

"Sound Advice"
ProMedia  
Producer: Nancy Johns  
Host: Dr. Steven Andrew Davis  
Length: 90 Seconds  
Terms: Cash  
Programs/week: 5  
Delivery via: Satellite/cassette  
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  
Program began airing: 2/1/84  
Affiliates: 230  
Information for doctors giving solid, personal, how-to-information (i.e. how to turn negatives into positives) in a reassuring and compelling manner.

"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.

"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 Blimp"
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 Koelsh  
Host: Joe Koelsh  
Length: 30 Minutes  
Terms: Cash  
Programs/week: 5  
Delivery via: Satellite  
Program began airing: 8/10/86  
4 chapter a day reading of classic books.

"Discovering Tomorrow"
James Paul Brown Entertainment  
**WORKING OUT**
"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 media professionals on how to work out more effectively.

"Rona Barrett's Entertainment Report"
Westwood One/Mutual  
Producer: George Archevas/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.

"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: 3/7/84  
Affiliates: 250  
Twice-daily interview feature spotlighting the hottest personalities in movies and music.
“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 fresh fact information on current movie and video releases, inside information about films, TV and people.

“Hollywood Report”
Associated Press
Producer: Suzanne Whitley
Host: Suzanne Whitley
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.

“Like Only Yesterday”
Westwood One/Mutual
Producer: Mutual/George Achaves
Host: Dick Rossie
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 Omahe’s Nature Newsbreak”
Radio Works
Host: Jim Fowler
Length: 1 minute
Terms: Free
Programs/week: 5
Program began airing: 1/8/88
Affiliates: 800
Daily radio feature on nature and wildlife. The entertaining, informative program is hosted by leading wildlife expert Jim Fowler.

“The 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/Mc McCabe
Host: Lori Lerner
Length: Variable
Terms: Free
Programs/week: 1
Program began airing: 08/25
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 contemporary audience.

“Jim Slade’s World”
Westwood One/Mutual
Producer: Jim Slade
Host: Jim Slade
Length: 3:30
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: Teleprogranns
Host: A. Gardner, B. Paul
Length: 90 Seconds
Terms: Barter
Programs/week: 5
Number of runs: 1
Delivery via: Satellite
Program began airing: 10/8/86
Affiliates: 135
Music and entertainment news.

“This Day In History”
CBS
Producer: Nancy Johns
Host: Stan Burger
Length: 3:30
Terms: Cash
Programs/week: 7
Delivery via: Satellite or cassette
Program began airing: 12/31/85
Affiliates: 25
Highlights historical events occurring each day. Each report contains an activity of an historical event.

“Travel Holiday Magazine”
Clayton Webster
Producer: Dan Randal
Host: Elaine Viets
Length: 90 Seconds
Terms: Barter
Programs/week: 1
Delivery via: Tape
Program began airing: 11/3/86
Affiliates: 161
In conjunction with Travel-Holiday magazines, show presents important and unknown information on destination.

“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-bogging events for which no rational explanation seems to exist.

“The Weatherwords”
Radio Shorts
Producer: Russell S. Cole
Host: Walt McKeown
Length: 2 Minutes
Terms: Cash
Programs/week: 5
Number of runs: 2
Delivery via: Satellite
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.

“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.

“The Travel Holiday Magazine”
Clayton Webster
Producer: Dan Randal
Host: Elaine Viets
Length: 90 Seconds
Terms: Barter
Programs/week: 1
Delivery via: Tape
Program began airing: 11/3/86
In conjunction with Travel-Holiday magazines, show presents important and unknown information on destination.

“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-bogging events for which no rational explanation seems to exist.

“USA Today Radio Music Director Programming”
Terms: Cash
Delivery via: Tape
30 reels containing 751 audiotape 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
565 songs 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

“Christmas Music Library”
Music Director Programming
Terms: Cash
Five reels contain 163 hits and traditional Christmas music, plus rotation hints.

“Country Gold Oldies Library”
Music Director Programming
Terms: Cash
Delivery via: Tape
55 reels with 1700 Country hits from 1950 through 1986. Individual reels available or entire library can be purchased.

“Dann 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
Programs/week: 9/1/85
Affiliates: 50
Production library for all formats.

“Golden Hits”
Far West Communications
Producer: Ray Oroso
Terms: Cash
Delivery via: Tape
Program began airing: 4/179
Affiliates: 15
An overall programming concept, targeted 25-54, and designed for full automation/live-assist, featuring a base of contemporary gold.
"Goldpicks!
Programming Consultants
Terms: Cash
Delivery via: Tape
Program began airing: 1981
Affiliates: 125

"The NEW Production Library"
Airforce Broadcast Services
Length: 30 days initial, 12 new
Terms: Lessee
Delivery via: Disc/CD
Program began airing: 1985
Affiliates: 150

"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. Gats

"Rock Trax"
Brown Bag Productions
Terms: Cash
Delivery via: Tape
Program began airing: 7/1/84
Affiliates: 100
CHR/AOR production library.

"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.

"Contemporary" Kalamusick
Producer: Dan Chamberlain
Terms: Cash
Delivery via: Tape/carts
Program began airing: 10/84
Affiliates: 50
Targeted 25-49. A thoroughly researched mix of currents, recurrents and oldies.

"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-70s through today, ready to go cart with over 1500 oldies.

"Contemporary" Mew
Rogers
Terms: Cash
Delivery via: Disc
Program began airing: 7/11/84
Affiliates: 100
Complete contemporary production library.

"Starfire"
Brown Bag Productions
Terms: Cash
Delivery via: Tape
Program began airing: 9/1/85
Affiliates: 100
Contemporary production library.

"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.

"Art Director" The Mother Lode of Music's Top Hits Since 1954.

"Master Service" SP
Producer: Chris Clausen
Terms: Cash
Delivery via: Disc
Program began airing: 7/12/84
Affiliates: 15
Contemporary production music library for radio commercial production and promotion — exclusive rights in market.

"All Creatures Are Armed & Whistles At Breakfast"
Airwaves Radio
Terms: Cash
Delivery via: Disc
Program began airing: 11/1/85
Affiliates: 38
BSM offers night and overnight modules of announced Classical music programming. Completely localized and songable (4 one-minute avalvs/ hour).

"Churchill Easy Listening" Churchill
Producer: Dan Churchill
Terms: Cash
Delivery via: Tape
Program began airing: 1/1/78
Affiliates: 50
Matched flow easy listening service aimed at the 25-54 demo. Content is 25% vocal and 75% instrumental.

"Classic AC - 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 AC hits with full control over title age and format blend. RPM computer-assisted music library permits custom design for each market.

"Churchill Productions"
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.

"The Sound System" Otis Conner
Terms: Cash
Delivery via: Disc
Affiliates: 150
A highly saleable commercial music production library. Totals written and produced by Otis 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.

"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.

"CNN News" Transstar
Length: 24 Hours
Terms: Cash
Delivery via: Satellite
Affiliates: 135
Live, 24 hour news.

"Techsonics" The New Affordable Electronic Production Library

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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 won't question 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, WGKH, 99GFM, WKSS and others. Call 804-547-4000.
**FULLTIME FORMATS**

**"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 instruments. 10 music categories.

**"Country" The Programming Consultants**
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 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.

**"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 Odes.

**"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" 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 older hits.

**"Interactive Satellite Network"**
Producer: Dave Armstrong, Jan O'Brien
Terms: Barter/Cash
Delivery via: Satellite
Program began airing: 8/1/86
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.

**"Midlee 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"**
Associated Press
Producer: Charlie Douglas & WSM/Nashville
Host: Charlie Douglas
Length: 5 Hours
Terms: Barter/Cash
Programs/week: 7
Delivery via: Satellite
Program began airing: 4/1/82
Affiliates: 80
MCN 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. Discontinued and contemporary instruments 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**
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
Terms: Cash
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" Churchill Productions**
Producer: Tom Moran
Terms: Cash
Delivery via: Satellite
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" Satellite Music Network**
Terms: Barter/Cash
Delivery via: Satellite
Program began airing: 8/13/84
Affiliates: 50
A maximum hits top 40 format, featuring the hottest music, the most sensational stars, plus a dash of popular recuritants and rock oldies.

**"Signature Sound" Winton Communications**
Producer: Ed Winton
Terms: Cash
Delivery via: Tape/Carts
Modern EZ Listening format with combined selection of matched pairs and rotations to alleviate listener boredom.

**"Star Station" Satellite Music Network**
Terms: Barter/Cash
Delivery via: Satellite
Program began airing: 8/31/81
Affiliates: 177
An exciting Adult Contemporary format with an easy, sophisticated style, combining the most popular new hits, the most appealing recuritants, and best oldies.

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**Current Shows '87**

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**"Prime Time"**
Winton Communications
Producer: Bill Dutcher
Terms: Cash
Delivery via: Tape/Carts
Targeted to 35-55. PrimeTime features hits from the past 40 years. Over 2000 titles with monthly updates.

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**"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.

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**"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.

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**"Rock 'N' Hits" Satellite Music Network**
Terms: Barter/Cash
Delivery via: Satellite
Program began airing: 8/13/84
Affiliates: 50
A maximum hits top 40 format, featuring the hottest music, the most sensational stars, plus a dash of popular recuritants and rock oldies.

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**"Signature Sound" Winton Communications**
Producer: Ed Winton
Terms: Cash
Delivery via: Tape/Carts
Modern EZ Listening format with combined selection of matched pairs and rotations to alleviate listener boredom.

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**"Star Station" Satellite Music Network**
Terms: Barter/Cash
Delivery via: Satellite
Program began airing: 8/31/81
Affiliates: 177
An exciting Adult Contemporary format with an easy, sophisticated style, combining the most popular new hits, the most appealing recuritants, and best oldies.

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**FULLTIME FORMATS**

### “Transtar’s Country”
**Transtar**
- **Terms:** Cash
- **Delivery via:** Satellite
- **Program began airing:** 2/8/84
- **Affiliates:** 150
- **Format:** 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
- **Format:** An on-going programming concept targeted at 35+, solely dedicated to traditional C&W music from the late ‘40s through the ‘70s.

### “Ultimate AC”
**Peters Productions**
- **Terms:** Cash
- **Delivery via:** Tape
- **Program began airing:** 6/1/83
- **Affiliates:** 48
- **Format:** 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:** 9/17/82
- **Affiliates:** 36
- **Format:** A 15-year old winner and the hot CHR format. Perfectly targeted to your audience because you can control the mix, de-peaking and more.

### “Super Hits”
**Peters Productions**
- **Terms:** Cash
- **Delivery via:** Tape
- **Program began airing:** 9/17/82
- **Affiliates:** 15
- **Format:** An adult rock format with the flexibility to target 18-34 or 18-44 with hits, recurrency, 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:** 10
- **Format:** A modern CHR format with various oldie options. 108 tapes with eight updates tapes per month.

### “Today’s Easy Listening”
**Kalamusic**
- **Producer:** William J. Wertz
- **Terms:** Cash
- **Delivery via:** Tape/Carts
- **Program began airing:** 9/6/72
- **Affiliates:** 36
- **Format:** Targeted to the upscale 25-54 demographic. The format includes original vocals and instrumentalists of which many are custom recordings.

### “Transtar’s Adult Contemporary”
**Transtar**
- **Terms:** Cash
- **Delivery via:** Satellite
- **Program began airing:** 1982
- **Affiliates:** 100
- **Format:** Adult Contemporary music featuring the greatest hits of the 50’s, 70’s, and ‘80s with five personalities, 24 hours per day.

### “American Focus”
**Focus On Youth Radio**
- **Host:** Steve Kamer
- **Length:** 30 Minutes
- **Terms:** Barter
- **Programs/week:** 1
- **Number of runs:** 2
- **Delivery via:** Disc/tape
- **Program began airing:** 4/17/74
- **Affiliates:** 300
- **Format:** 30-minute public affairs interview program featuring leaders from the worlds of politics, entertainment, and media.

### “Baptist Hour”
**Radio & Television Commission**
- **Producer:** Joe Lusk
- **Terms:** Barter
- **Programs/week:** 1
- **Number of runs:** 2
- **Delivery via:** Disc/tape
- **Program began airing:** 9/5/41
- **Affiliates:** 385
- **Format:** Inspirational music, brief messages by prominent preachers.

### “Bestsellers In Review”
**Associated Press**
- **Producer:** Martin Levin
- **Length:** 90
- **Programs/week:** 5
- **Delivery via:** Satellite
- **Program began airing:** 8/5/85
- **Affiliates:** 270
- **Format:** 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
- **Format:** 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:** 1
- **Delivery via:** Satellite
- **Program began airing:** 6/8/82
- **Format:** Preview of network TV shows.

### “Face-Off”
**Westwood One/Mutual Radio**
- **Producer:** Peggy Gertzen
- **Host:** Sen. Robert Dole
- **Length:** 30 Minutes
- **Terms:** Barter
- **Programs/week:** 5
- **Number of runs:** 2
- **Delivery via:** Tape
- **Program began airing:** 6/1/84
- **Format:** Rev. Jackson presents his unique perspective on the important issues facing us today, such as unemployment, apartheid, foreign policy, etc.

### “Flashback”
**Associated Press**
- **Producer:** David Meloney
- **Host:** Dave Meloney
- **Length:** 30
- **Terms:** Barter
- **Programs/week:** 7
- **Delivery via:** Satellite
- **Program began airing:** 10/12/86
- **Format:** 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:** Bob Robadell
- **Host:** Bob Robadell
- **Length:** 90 Seconds
- **Terms:** Barter
- **Programs/week:** 5
- **Delivery via:** Satellite
- **Program began airing:** 6/8/82
- **Format:** National Geographic’s Bob Robadell takes listeners to all corners of the globe in search of national wonders.

### “Hymns of Praise”
**Churchill Productions**
- **Producer:** Jim Ely
- **Length:** 2 Hours
- **Terms:** Unlimited
- **Program began airing:** 11/8/80
- **Affiliates:** 35
- **Format:** A weekly Christian music program created for 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
- **Format:** Jeffrey Lyons takes listeners behind the scenes to report on film and theatre. Each report features a lively interview with actors, directors, or producers.

### “Jesse Jackson Commentary”
**Syndicate It**
- **Host:** Jesse Jackson
- **Length:** 90 Seconds
- **Terms:** Barter
- **Programs/week:** 5
- **Number of runs:** 2
- **Delivery via:** Tape
- **Program began airing:** 6/1/84
- **Format:** Jesse Jackson presents his unique perspective on the important issues facing us today, such as unemployment, apartheid, foreign policy, etc.
**PUBLIC AFFAIRS**

"King — A Musical Tribute" Syndicate It
Host: Brook 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 rele-
vant music, excerpts of Dr. King's speeches, and interviews with other in-
fluential 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: 1/18/86
Affiliates: 63

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: 225

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: 1
Delivery via: Satellite/cassette
Affiliates: 22

Focuses on child-rearing and educa-
tion 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
Number of runs: 1
Delivery via: Satellite
Affiliates: 21

Deals 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" Radio & Television Commission
Producer: Chuck Reis
Host: D. Naugle, T. Barrett
Length: 30 Minutes
Terms: Barter
Programs/week: 6
Number of runs: 10
Delivery via: Disc/tape
Program began airing: 6/20/85
Affiliates: 58

Cultural news magazine featuring
Contemporary Jewish issues, per-
sonalities and newsmakers.

"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.

"On The Home Front" Associated Press
Producer: Ed Kane
Length: 60 minutes
Terms: Barter
Programs/week: 5
Delivery via: Satellite
Program began airing: 2/62
Affiliates: 630

Money and time saving tips on home
improvement.

"On-The-Beat"
Producer: Telegrams
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, per-
sonalities 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: 9/1/81
Affiliates: 150

A five segment public affairs show featuring newsmakers and events around the world.

"Northern Reviewing
Stand" Public Interest Affiliates
Producer: 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: Newsman in-
terviews, man-on-the-street montages and celebrity activities targeted for
25-34 demo.

"Powerline" Radio & Television Commission
Producer: Kirk Teegarden
Host: Jon Ronja
Length: 28 minutes
Terms: Free
Programs/week: 1
Number of runs: 2
Delivery via: Satellite/tape
Program began airing: 2/1/89
Affiliates: 1220

Top 40/Contemporary music mixed
with soft-sell religious vignettes.

"Real Estate Today" CBS
Producer: Nancy Johns
Host: Brian Bankeller
Length: 90 Minutes
Terms: Cash
Programs/week: 5
Delivery via: Satellite/tape
Program began airing: 12/31/85
Affiliates: 37

Examine real estate trends and
focuses on key industry leaders. Each
report features actuality.

"Report On Religion" CBS
Producer: Nancy Johns
Host: Richard Oesting
Length: 90 Minutes
Terms: Cash
Programs/week: 2
Delivery via: Satellite/tape
Program began airing: 9/1/85
Affiliates: 58

Examines the faith of influential Americans,
speeches, and Interviews

"Round-up Weekend" Westwood One/Mutual
Producer: Mutual/Pat Piper
Host: Bob Hopper
Length: 22 Minutes
Terms: Barter
Programs/week: 1
Number of runs: 3
Delivery via: Satellite/tape
Program began airing: 12/1/82
Affiliates: 14

Timely reports on latest develop-
ments affecting churches, church
leaders, and religious institutions.

"Reporters Round-up
Weekend" Westwood One/Mutual
Producer: Mutual/Pat Piper
Host: Bob Hopper
Length: 22 Minutes
Terms: Barter
Programs/week: 1
Number of runs: 3
Delivery via: Satellite/tape
Program began airing: 12/1/82
Affiliates: 14

Timely reports on latest develop-
ments affecting churches, church
leaders, and religious institutions.

"Something You
Should Know" Blackstone Broadcast
Host: Dr. Cawthers
Length: 90 Minutes
Terms: Cash
Programs/week: 5
Number of runs: 2
Delivery via: Satellite
Program began airing: 6/10/83
Affiliates: 125

Weekly summary of the most import-
ant and interesting domestic and inter-
national news stories with tape of the
week's high points.
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Everybody's Money spokesman is Frank Blair. Mr. Blair is a 23-year veteran newscaster for NBC's Today Show.

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.

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*SOURCE: RADAR 34, FALL 1986, PERSONS 12+, NETWORK AUDIENCES TO COMMERCIALS WITHIN PROGRAMS