

What stations tell us about INFO RADIO

“Our announcers use the features as fodder for further conversation, or follow them up with a local angle. It’s quick, clean, informational, and entertaining.”

—WGEE-AM, Green Bay, WI

“INFO RADIO has been part of us for many years. Fits all types of audiences. Great variety, very useful, gives us ideas for news and talk programs.”

—WCCM-AM, Lawrence, MA

“Important part of our information hour and fits nicely with other information features. We appreciate the quality and variety of topics.”

—WLOE-AM, Madison, NC

“INFO RADIO is a great, flexible addition. Keeps us sounding informative and entertaining. A handy tool.”

—KLAY-AM, Tacoma, WA

“Great program, excellent variety and delivery. Voices of subjects add a lot to the sound.”

—WHAG-AM, Hagerstown, MD

“Great for a small station. Gives us that big-market sound.”

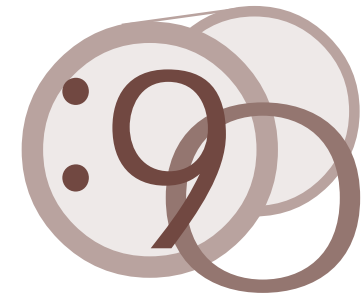
—WFOY-AM, St. Augustine, FL

“INFO RADIO is an important element in our ‘full-service’ programming.”

—KGFF-AM, Shawnee, OK

INFO RADIO *A MAGAZINE OF THE AIR*

- Daily features
- 90 seconds
- Free of charge
- Information your listeners can use



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Current topics on INFO RADIO

Monitoring your teenage motorist, from *Car & Driver*

Getting rich day by day, from a recent HarperBusiness book

An essay on Disney's many orphans, from *Premiere*

Preserving Cajun music, from *Southern Living*

Thinking like a champion, from a Harper motivational book

A loving appreciation of gossip, from *McCall's*

The Y2K bug and your own VCR, from *Sound and Vision*

Tweaking up your TV, from *Sound and Vision*

The hair factor in presidential elections, from *George*

Sizing up the tobacco settlements, from *George*

If the pilot's heart should fail, from *Flying*

What's next for Kosovo, from a current HarperCollins book

Timeless beaches on Florida's Gulf Coast, from *Southern Living*

The best reasons for running, from *Fitness*

Teaching stranger danger to kids, from *Child*

Building a really good fence, from *American Homestyle*

You and your cell phone, from *American Homestyle*

Slashing your phone bill, from *McCall's*

INFO RADIO A MAGAZINE OF THE AIR

LISTENERS rely on you for the information they want every day: news, sports, weather, and local events.

Now give them even more: the latest findings in health and fitness, advice on business and personal finance, consumer news, home improvement tips, child care, celebrity profiles, and chats with bestselling authors.

INFO RADIO has delivered daily 90-second soft-news features from popular magazines and bestselling books since 1981.

Each month you can receive a new INFO RADIO release containing 30 cuts, :90 each, on DAT, cassette, reel-to-reel (if you insist), or as a script service. Air them as often as your format allows, but please try to let us know when and how often, to reassure our book and magazine sponsors. Postcards come with each monthly release.

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