Drake - Chenault

FACTS ABOUT COMPLETE PROGRAM SERVICES

COMPLETE PROGRAM SERVICES

Drake-Chenault provides a wide range of low-cost services for AM and FM / Stereo facilities throughout the United States and the world. We provide our clients with complete 24 hour a day programming, as well as expert advice and support in sales, production, promotion, engineering and local programming.

Our clients range from the large operation to the small one, from Los Angeles, California to Orlando, Florida . . . from St. Albans, Vermont to Harlingen, Texas . . . from South Africa to Guam.

DRAKE-CHENAULT PROVIDES YOU WITH

* A complete basic program library
* Weekly updated current program material
* An in-depth analysis of the programming needs in **your** market
* Promotional announcements
* Jingles
* Station ID's
* Superior quality control of the entire program library
* The option of custom time announces
* The option of dayparting to fit the specific needs of your market
* The option of inter-mixing related formats
* Free production guidance
* Free engineering assistance
* Customized Computer Rating Analysis of your market
* Periodic critiques of airchecks
* Sales support, ideas and success stories

YOU PROVIDE

* News
* Commercials and commercial production
* Locally oriented and produced public affairs programs
* Locally oriented and produced public service announcements
* Standard automation equipment chosen to fit your needs
* A minimal program staff: one production director and a newsman

RESULTS START IMMEDIATELY WITH DRAKE-CHENAULT

* Your station's consistently professional sound will rival that of leading stations in the country from day one.
* Your competitive position will improve through a larger, quality audience, much lower operating costs and increased income.
* Through a wise choice of formats and Drake-Chenault options, your station will be able to zero in on the demographic needs of **your** market.
* Drake-Chenault formats provide you with superior programming and engineering control . . . management decisions can be quickly and easily translated into on-the-air results.
* With Drake-Chenault services, your staff will be able to devote more time to developing all-important local programming and community service.

YOU WILL NEED A MINIMUM OF SPECIAL EQUIPMENT

Drake-Chenault program formats are designed to be run on standard automation equipment readily available from several manufacturers. A basic system sufficient to run our complete formats, 24-hours a day, can be purchased for as little as $18,000 or leased for as little as $425 a month.

All you will need for a basic system is: 1) four tape playback decks, 2) three regular cartridge playback units, 3) two multiple spot cartridge playback units, and 4) a standard sequential program control brain which can re-set.

Our engineering department will be happy to work with you in selecting and setting up a system which fits your pocketbook and your needs.

GENE CHENAULT — President
PAT SHAUGHNESSY — Executive Vice-President
RON NICKELL — General Sales Manager

FOUR ROADS TO SUCCESS

HITPARADE — Side 1 Cut 1

Hitparade is a bright, contemporary, middle-of-the-road format which does very well in the all-important 18-49 demographic. Created in 1968, Hitparade is now being aired on more than 30 AM and FM stations around the country and the world.

SOLID GOLD — Side 1 Cut 2

Solid Gold is a modified top-40 format with a heavy emphasis on gold, performing well for our clients in over 30 markets. Solid Gold is available with 2 options: 1) 60% gold / 40% current and, 2) 40% gold / 60% current. In addition, the format can be tempo-controlled in various dayparts to appeal to specific demographic groups.

CLASSIC GOLD — Side 2 Cut 1

Classic Gold is one of the country's most successful "All-Oldies-All-The-Time" formats . . . 100% hits. In just one rating period KRTH, Los Angeles, with Classic Gold, vaulted to within one point of #1 in adults 18-34 — total week ARB — out of 72 stations in this highly competitive market. Classic Gold can now be heard in many markets across the nation.

Audience data based upon estimates by the rating service and subject to the qualifications issued by the service.

GREAT AMERICAN COUNTRY — Side 2 Cut 2

Great American Country is a modern country format drawing on the greatest music of the last 15 years and the best of the current material. A maximum of music and a minimum of talk provides a smooth uncluttered sound aimed at a mass audience as well as the loyal country listener. Great American Country is ideal in markets of any size.

Titles, formats, programs and jingles protected property of and
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FIVE RATING BOOSTERS

THE HISTORY OF ROCK AND ROLL — Side 3 Cut 1

This classic 50-hour "rockumentary" traces the history of modern mass appeal through original recordings and brief interviews with the legendary artists who made it all happen. Widely acclaimed by the press, "The History of Rock and Roll," has made a huge impact in more than 200 markets where it has aired worldwide. It has consistently proven to be an excellent revenue builder.

THE GOLDEN YEARS — Side 3 Cut 2

The Golden Years is a series of 14 one-hour specials designed to be aired alone or as a 14-hour special. Each segment features the music and newsmakers of a specific year. The series spans the years 1956 through 1969. Each hour provides for 12 commercial availabilities.

THE TOP 100 OF THE 60's — Side 4 Cut 1

A 12-hour countdown of the 100 most popular records of the decade, this special has proven very effective as a holiday or week-end bonus package. This program also provides 12 commercial availabilities per hour.

DRAKE JINGLES — SERIES ONE — Side 4 Cut 2

These distinctive jingles, specially produced with your call letters, feature the Drake-Johnny Mann Sound used on major stations in New York, Los Angeles, Boston and many other markets nationwide.

DRAKE JINGLES — DOUBLE A — Side 4 Cut 3

Our Double A customized jingle package features the super talent of 25 top-flight musicians on the music beds and a bright driving sound that can make your station stand out in your market.

Thank you for listening. For more details about your market

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