

TOMORROW RADIO



TODAY TM

Tomorrow Radio. What'll it be like? Who knows? The way electronic technology is growing, we may have completely different ways of listening to radio, with even better sound, perhaps even instant ratings and audience reaction. We'll hear new artists, new formats, new ways of presenting information. And who knows what else.

But there are two things about Tomorrow Radio you can be sure of. First, you'll still want people to listen to you. Secondly, to get them to listen to your station, you'll still have advertising, programming, and marketing problems, and they'll probably be even more complex than they are now. So, if you're going to succeed in Tomorrow Radio, you'll have to be open to new ideas. New ideas in creativity. Creativity in programming. Creativity in marketing and research. And creativity in promoting and identifying your station.

That's what we offer you today at TM. New approaches to creativity and research to help you position, program, market, and sell your product: your station. We're using tomorrow's methods today, especially on our new station promotion packages. TM's new audio ideas are vivid. They "print" in the listeners' minds. And, they're kinetic. They create motion, pace, momentum, and program flow. They're a lot more than just "jingles." They're solid advertising. Advertising that creates your image and sells it at the same time. That's because many of our ID's and promotions are created by the TM Concept Group, an organization of advertising pros with an award-winning track record of creating successful campaigns for stations all across the country. The proof is in the campaign excerpts on the flipside of this LP. Listen carefully. Every ID is a vivid, kinetic image that prints indelibly on listeners' minds and gives your programming motion and flow.



YOU II

Little more than a year ago, TM introduced a new type of radio ID campaign. A campaign representing not one but **two** breakthroughs. First, it positioned the listener as the element of prime importance, instead of the station. Secondly, it was the first ID campaign to utilize the principles of national advertising. The You Campaign. It promised an enormous benefit. And it delivered.

Intensive research in many of the scores of cities in the U.S. and Canada where the YOU Campaign has been programmed has indicated overwhelming audience approval and recognition. In fact, in San Francisco, over 75% of the people surveyed could recall from memory the exact or almost-exact promise line, "We play it for you!" Obviously, when 75% of a survey sample can repeat your promise line with no prompting whatever, the promise is working.

Presenting: YOU II. For you, it can be the continuation, or the starting point. Current programmers will recognize it as the ideal way to strengthen and revitalize an already-working, already-proven positioning. With commercial-length Image cuts. Short working cuts. Gentle. Powerful. For newcomers, it's programming intelligence at the top of its form.

The Winning Score

The key to successfully programming a radio station is to give it a depth and dimension to the ear. Because of the many diverse elements that go together to make up your programming, you need a common denominator that properly showcases each element and transports the listener from one event to the next with controlled excitement and flow. TM chose the highest common denominator to solve this problem, and assembled the largest orchestra ever brought together for radio ID's. 75 musicians in all, an orchestra so large that the recording was done on a Warner Brothers sound stage. The result is pure class. The Winning Score is a giant, larger-than-life image and ID package with more than 100 instrumental and vocal components, providing call-letter identification, activated flow, and an entire production library centered around the logo. It's all for the sake of being a winner. And you **will** be, with the Winning Score.

Listen To Your City

The personality of a person, place, or thing is the key factor in determining its basic energy level and source. KFMB in San Diego positions itself as the reflection of the personalities of the city and its people, and draws its creative energy from them. KFMB IS San Diego. So TM's Concept Group designed a campaign that embodies the very essence of this incredibly-loyal community: "Listen to Your City... San Diego 76-KFMB." If your city and its people are the source of your station's creative energy, the complete multi-media campaign "Listen to Your City" is perfect for you, with its great flow and the sparkle of national advertising.

Fusion

Flow is the inherent motion that makes your programming sizzle. But flow doesn't just happen. It has to be designed in. Designed to aid flow at programming points where some energy or motion exists, and to create

and activate flow at low- or zero-energy flow points. FUSION is a hot new energy flow source designed specifically to do this. FUSION is ID power that generates its own fuel, controlling and activating its own flow. FUSION is the energy source of Tomorrow, harnessed and operational today from TM. FUSION is the end of the High-Energy Crisis.

We Hear You

One of the facets of Tomorrow Radio that's happening today is increased research and its eventual responsiveness to the needs and desires of the people listening to radio. WTAE in Pittsburgh has built its entire programming concept around this involvement with people. So TM created a singularly unique campaign to re-cycle the flow of community interaction, with the theme, "We Hear You." We Hear You is communication in its best position... that of relating to the listener **directly**. If that's the kind of responsiveness your station prides itself on, We Hear You will present your image with a most vivid impact.

The Alternative

Sometimes the simplest, most effective solution to a problem is the hardest to find. Many stations feel that enhancing flow in their programming is best accomplished by something different from a "jingle" sound. "The Alternative." We'll let the sound effectiveness of it speak for itself.

The Power

WIND in Chicago is an Adult-Contemporary station with the emphasis on personality, play-by-play sports, and total community involvement. They needed something to reflect all the things that WIND means to Chicago. So they came to the company with the know-how to create winning radio campaigns, TM. The result: The Power. The Power is Ideas in Imagery. The Power's logo is woven inescapably through myriad "involvement cuts", ID's, personality tracks, and a huge variety of promo beds. The image is ever-present, ever-powerful, and crystal clear. WIND has The Power. New Ideas in Imagery. And you can have it, too.

New ideas will shape Tomorrow.

TM is using these new ideas now. So, if new ideas belong in your Today, you have an enviable choice. Perhaps one of our proven campaigns is the answer to selling your audience. Or maybe your problem is so unique that an idea for it hasn't even been thought of yet. Either way, call us. We're open to new ideas, too. And we guarantee that by working together, we can maximize your identity with your target audience, with ideas right out of Tomorrow. Because that's what we're into today.

TM

TM Productions, Inc.
1349 Regal Row
Dallas, Texas 75247
214-634-8511



THOUGHTCONVERSION LOG #3-756-9.02

"Another one of those cold, gray days," thought Sylvia as she brushed away the cobwebs of sleep and groped around above her bed for the wide, silvery-metal band on the Wall. When her fingers touched it, the soft but insistent "beeeeeeep" was replaced by music and the Wall automatically became self-luminous, saturating the room in a warm, cozy glow.

"Nuuhhh, that'll never wake me up," she mumbled while remembering that Wall was still on the station she'd been listening to last night. "Come ON, wake me up!" Her hand again gently touched the metal PGR band on the Wall and her favorite rock station blared, the Wall simultaneously brightening. Nice things, these Walls, Sylvia reflected as she stumbled toward the bath.

Sylvia had been cool to the idea of fitting the plex she shared with Dan with a Wall, but the idea had grown on her. A Wall took the place of radio and TV and served a few other functions, like room lighting. And that silvery-metal PGR band. That was something else. It was 14cm wide and ran laterally all across the Wall, which itself looked quite ordinary, but really contained a maze of the latest electronic gear in its 9cm thickness. The PGR band controlled the Wall, or rather you controlled it mentally. PGR stood for PsychoGraphicResponder and it actually read brain waves and was programmed to recognize certain brainwave patterns and thus control the Wall's functions. To activate any function, you simply **thought** of what you wanted the Wall to do, placed any portion of your anatomy in contact with the PGR band, and the Wall would perform.

Sylvia enjoyed its wake-up feature. You simply thought of the time you wished to rise, and at that hour, the Wall would "beeeep." The unique radiating Wall surface also had the property of being able to radiate sound **and** light simultaneously from the same surface, usually in the form of TV, movies, or whatever you ordered from WallBank. WallBank's giant computers could furnish you any movie ever made, every piece of music ever

recorded, and every other piece of information known to PersonKind, instantly on any WallScriber unit. Of course, the Wall was a fantastic radio, usually giving off CompuRoomlite to match the music selected, and that's what Sylvia was using this morning as she prepared for work. The Wall had been a lot of fun at first...playing around with the PGR's ThoughtConverter ability. It worked fine if one person touched the PGR Band, but if two people were touching it at the same time, the Wall would cycle crazily back and forth between the two persons' desires. And once...well, when Sylvia and Dan were making love, her foot accidentally touched the Band. PGR couldn't read her brainwaves, so it blinked its typical computerstyle message in half-meter-high letters:

RE-ENTER PLEASE.

Needless to say, this had a rather amusing effect on them, and such contact is now avoided during those more affectionate occasions.

This was the kind of radio Sylvia liked. Lots of music, chit-chat from the Voice, a little news. But this station didn't use CompresSpeak. Sylvia didn't like CompresSpeak. It was used by some stations to actually condense speech in time, by processing the Voice so that his words clipped by a lot faster, overlapped and shortened electronically. A 10-minute NewsSpeak only lasted 3.4 minutes after processing, yet you could understand every word. Sylvia thought it was an amazing process, but too tiring to hear in the mornings. There was even a station for TeenPeople with everything but the music CompresSpeaked.

There was every kind of radio you could want. 15 Rock stations, even one playing nothing but Daddy Donald Osmond 24 hrs. a day. 9 country stations. And all talk, all traffic, even all recipes. And then there was that PGR station. You just touched your PGR band while listening and the station's computer automatically tabulated the sona's Grab. Of course, audience ratings for all stations had been "instant" for years, so this was no big deal to her.

"Well, goodbye, Wall," adiosed Sylvia as she tapped the PGR Band to turn it off. "Be good till I get back, or I'll touch you with my foot again!" As she headed toward the plex's front, she wondered if Walls had eyes.....

Tomorrow Radio Drama:

Conceived by Jim Long and George Burns
Written by Jim Long, George Burns, Roy C. Applegate, and Ira Miller

Directed by Jim Long
The Players: Ira Miller,
Louis Arquette, Sally
Smaller, Royce Applegate, John
Mayer, Garrett Graham, Jack
Hines, Dave Verdery, Tony
Richland, Charlie Van Dyke,
Bob Wilson, Mike Harrison,
Don Hagen, Bob Gaskins, Jim
Long, and George Burns.

Post-Production editing, mixing, MOOG and special effects: Ken Justiss

Special sound effects: Ron Harris
Recorded at Watermark Studios, Los Angeles,
Engineer Lee Hansen, and TM Productions,
Studios A & B, Engineer Danny Peterson.

Original Music: Otis Conner and Bob Piper
Vocals: The TM Singers, Otis Conner,
Charlie Pride

Special thanks to Ken Justiss, Tony Richland,
Charlie Van Dyke, and very special thanks to
Bob Wilson for his believing, caring, creative
input and encouragement.

TM

TM Productions, Inc.
1349 Regal Row
Dallas, Texas 75247

TOMORROW RADIO

IMP G 001

TOMORROW RADIO

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Dear P.D.:

I wanted to enclose this personal note to you because we at TM have made a decision that can efficiently generate enormous awareness and listenership gain for your station. Yes, I believe it's a decision that's going to prove to be an exciting and profitable factor in the continued growth and success of your station.

But, before I tell you more about it, let me ask you to take the time to listen to your "Tomorrow Radio" LP. After you've listened to Side One, flip over to Side Two and you'll be hearing our latest radio ID's and promotions. I'm sure you'll agree that they're all dynamic and singularly unique. I'm also sure of something else...you think they're priced for large markets - not yours. Until today, you would be correct. However, now let me tell you about our decision that promises to become a trend-setting precedent:

Starting today, TM Productions is offering ANY identification and promotional campaign of your choice, at special, secondary market rates.

That's right, all those TM created campaigns, past and present, whose cost you couldn't justify, are now easily affordable. And that's a promise! I'll also promise you the same great sounds. The same singers. The same excellent studios and producers that created all our unique packages for larger market stations, will be heard on your station's campaign! The only thing you won't get is the large market pricing structure.

Quite frankly, we're able to make this offer because instead of giving you every cut that a large market station would require, we're giving you selected cuts from each campaign.

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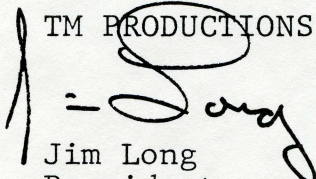
However, there's no compromise in quality. No short-cuts. and no "second-class" treatment!

No one with our track record and level of excellence is offering secondary market rates so I'm sure you'll want to consider and act on this immediately. If you have any doubts, test us right now. Pick up the phone and call Jerry Atchley collect, (214)634-8511. He'll give you a price and tell you exactly what it includes. You'll become a believer! If it's more convenient for you to send in the enclosed card, put it in this morning's mail. The faster we receive your inquiry, the faster we can give you your special rate and the faster we can put the ID-promotion package of your choice in your market!

Thank you for reading this letter and you'll be hearing more from me and about more of our decisions that relate directly to markets such as yours.

Sincerely,

TM PRODUCTIONS, INC.



Jim Long
President

P.S. Remember, if you don't hear the ID or promotion package that fits your station on the "Tomorrow Radio" LP, we've got many others for you to choose from.

Side 1

TOMORROW

33 $\frac{1}{3}$ RPM

TMPG 001

RADIO

Drama

© 1977 TM Productions, Inc.

Side 2

TODAY

33 $\frac{1}{3}$ RPM

TMPG 001

TM

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