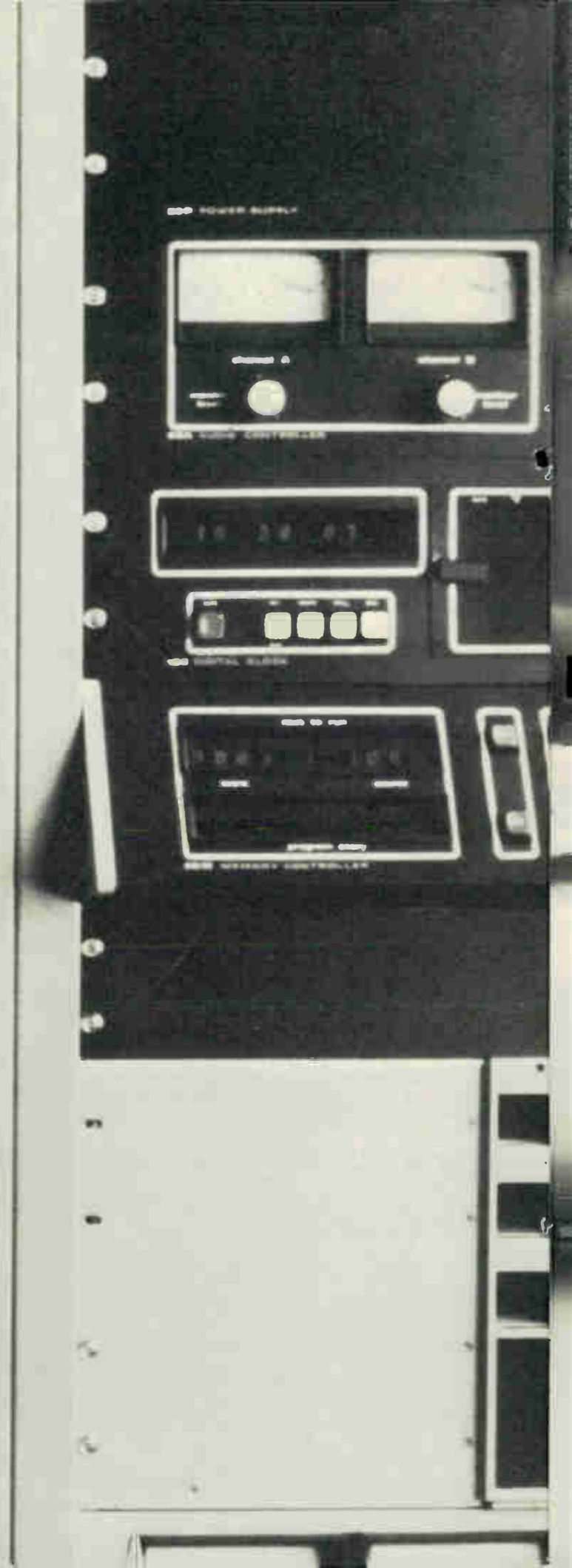
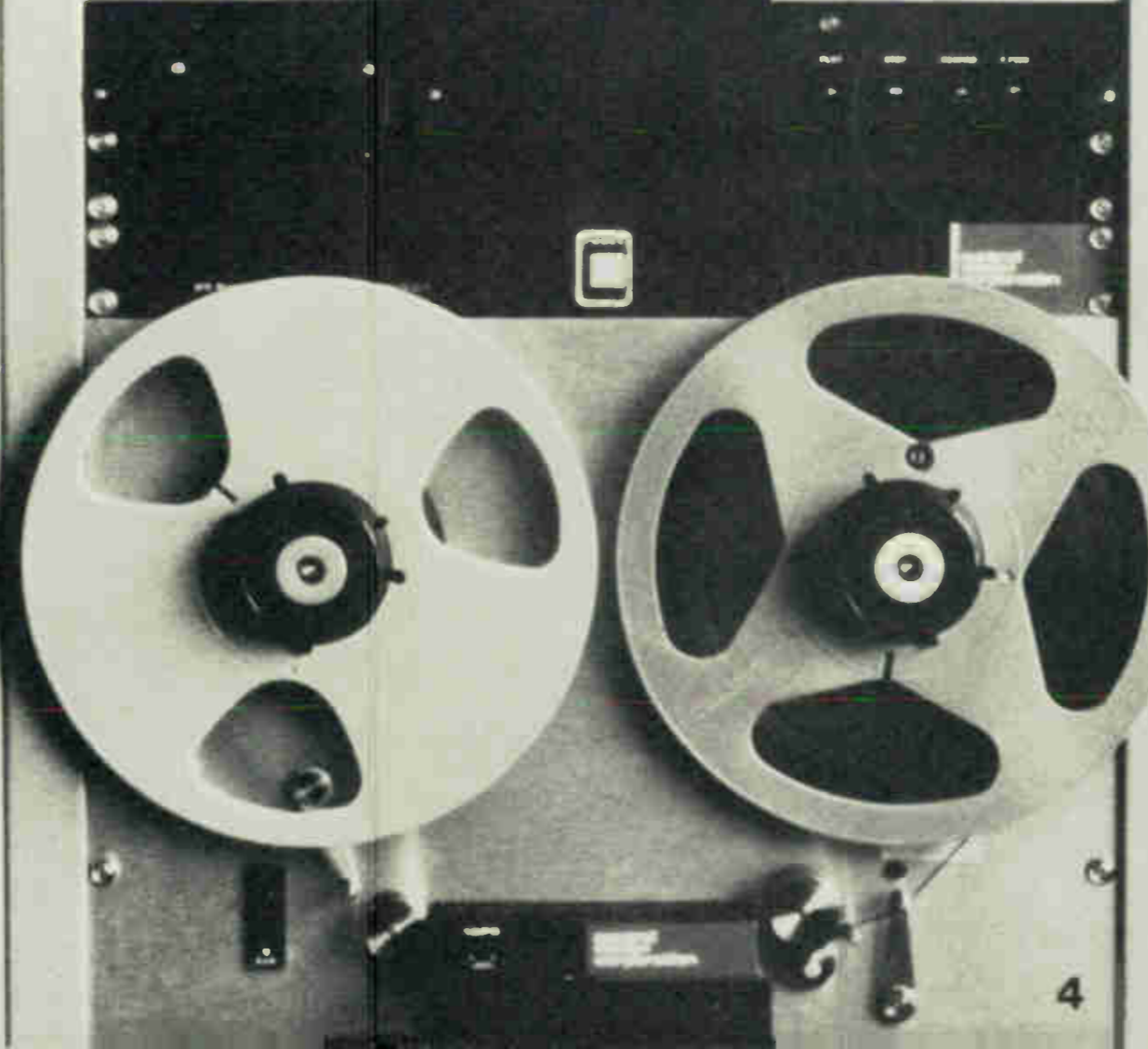
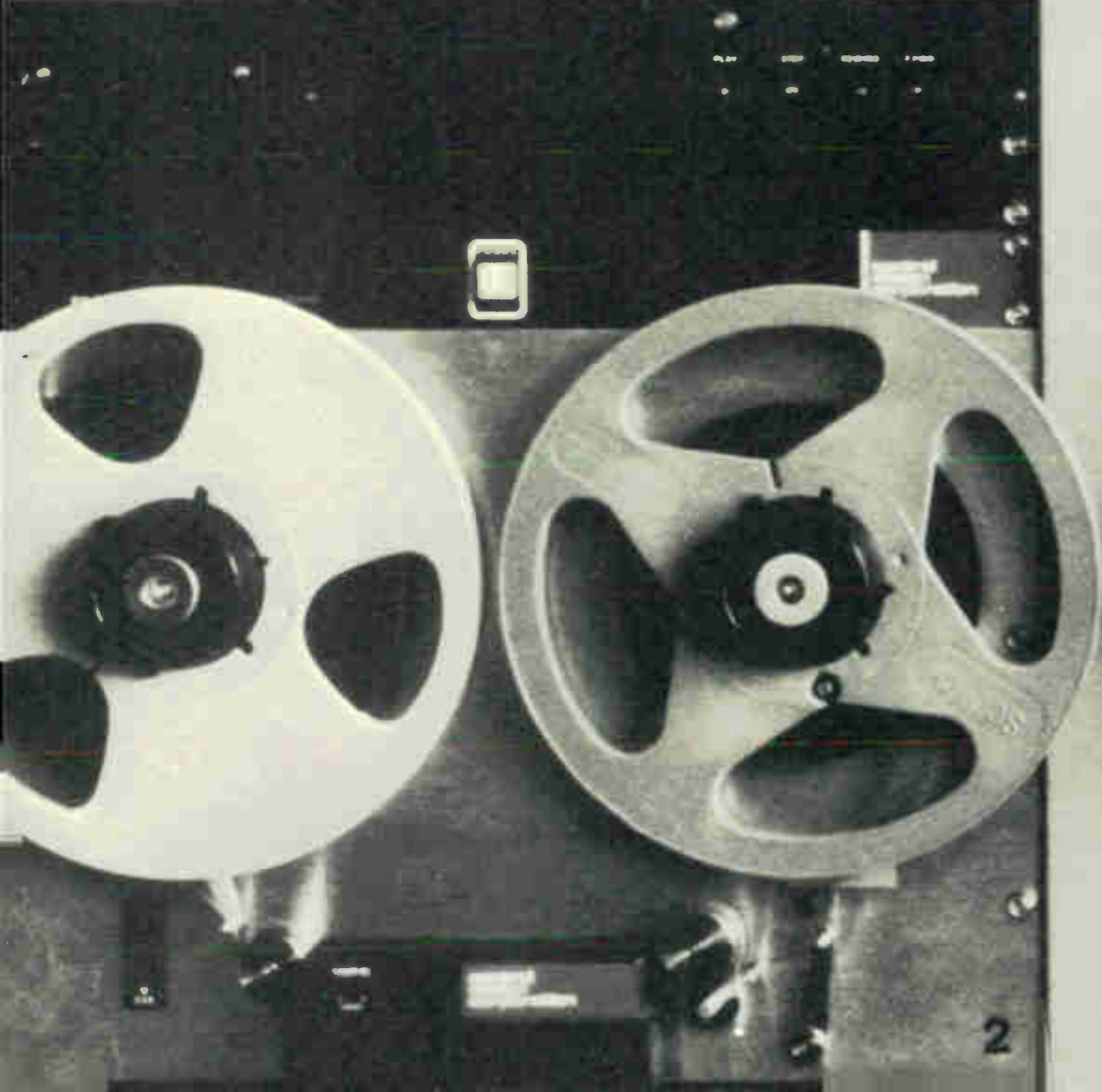
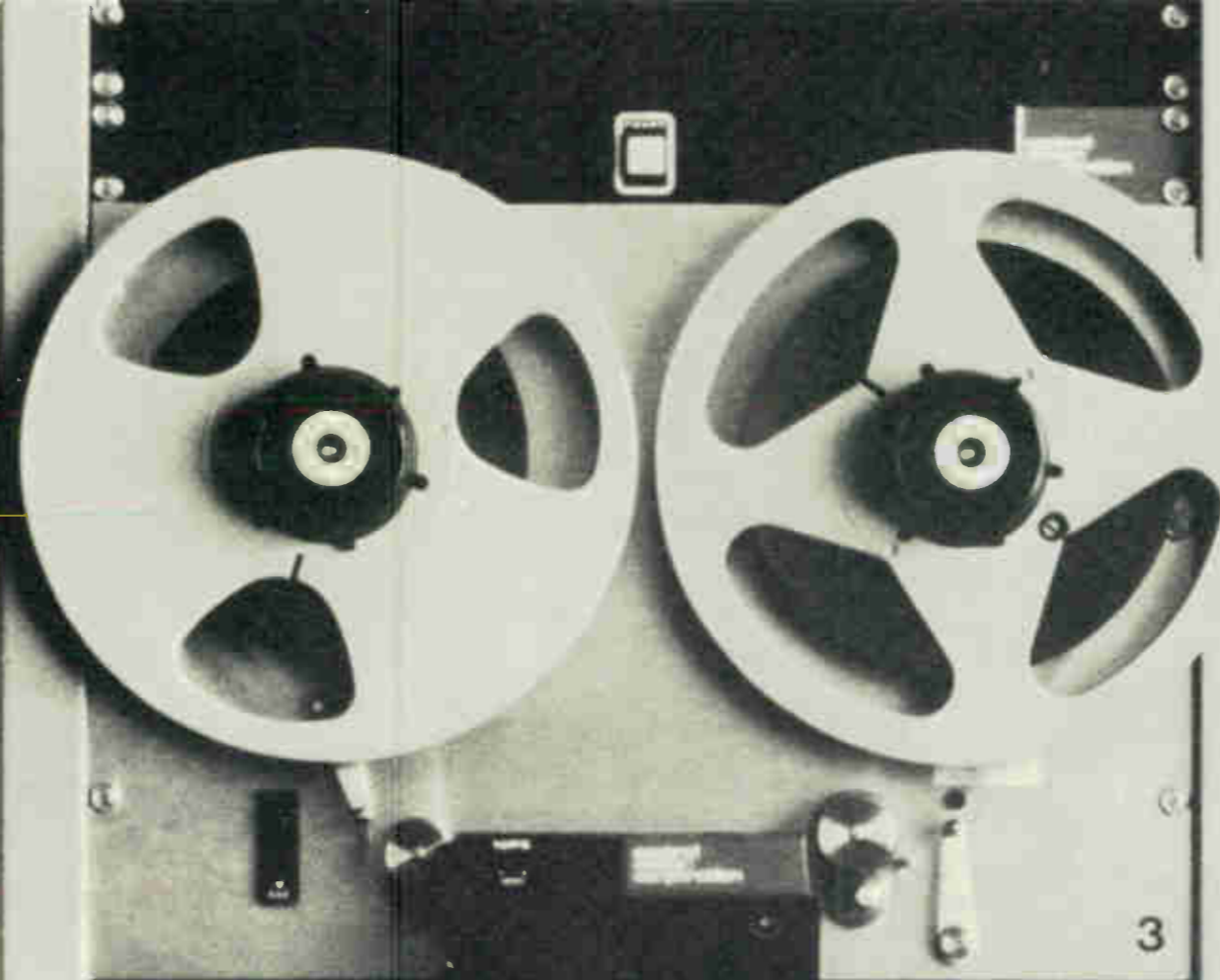
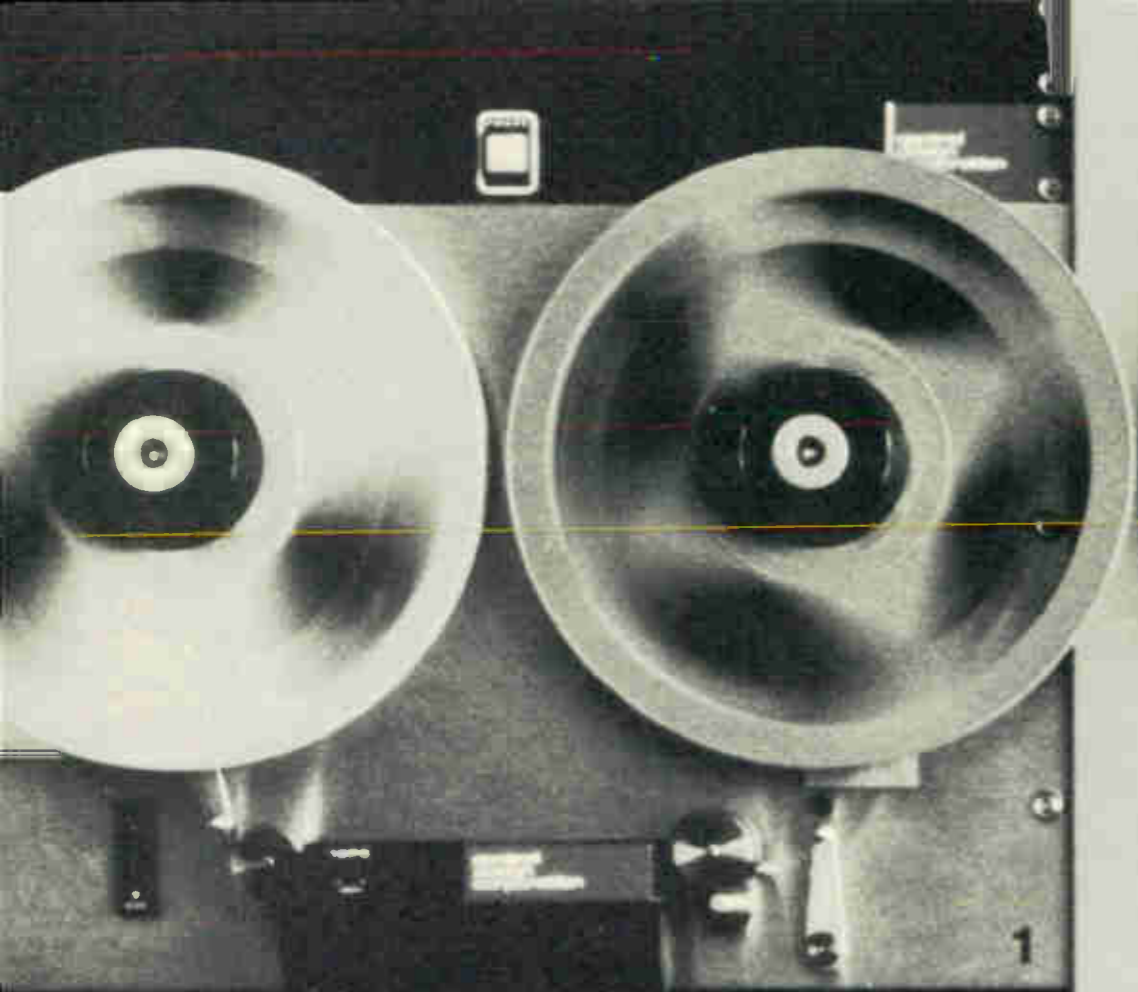


BONNEVILLE BROADCAST CONSULTANTS





**L**ook into Bonneville Broadcast Consultants.

Explore each facet of our company. Search beyond the surface image into the depth and dimension of our people and our services. See the benefits of working with Bonneville.

Our compact size works efficiently to maintain the close personal relationships so necessary.

Music programming and consultation is our primary product and service.

Yes, we're part of a large corporation, Bonneville International, and we're located just across the Hudson from New York City. Yet our company is a small gem; a cut above the rest with a wealth of possibilities.

Look and see how each facet works, one with the other, all with the whole.

We're proud of each person, each piece of equipment, each technique; because we know the complexity that lies beneath the surface. Behind our presentation of music, there's an unparalleled perception of hearing. Underlying our workday skills, there's an electric creativity. Supporting our daily decisions, a superb sensitivity to our craft.

Visit our offices and you'll meet a score of productive, talented individuals. Working together out of mutual respect for each other's talents and knowledge. Working together to produce results. Big enough to tackle the most important job, small enough to care that we do it best.





**B**ehind each interesting, interested face, exists a multiplicity of personality and endeavor. Each is proven in the ways of broadcasting. The product of training, knowledge, contagious self-confidence, a need and desire for expression.

The complexity of our knowledge, our devotion to music, and our dedication to quality parallels the complexity of the art. Music is our science. And in our labs, we examine and test and study all the technical, psychological, physiological reasons people listen and respond. We analyze true listening, long-term listening, foreground versus background listening. We chart and dissect effective music cycles. We test and re-test levels and phasing. We give order and genius to all musical sound, to arrive at what pleases the listener and performs for the station.

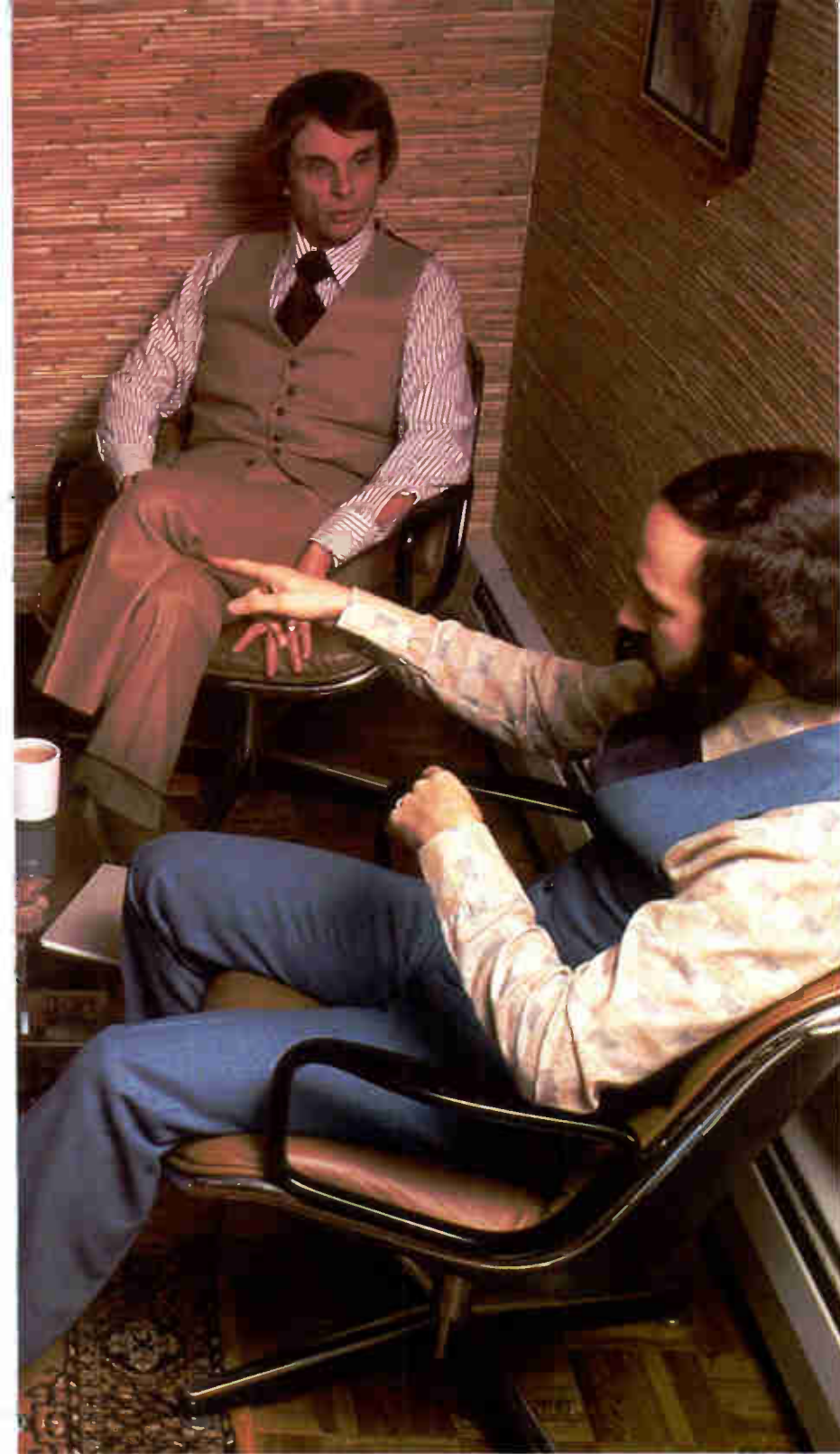
We know why certain listeners respond to certain frequencies. What music will calm or excite. We know what will capture the men, the women, the 18 to 34's, the 25 to 49's.

Our scientific approach to the art of radio programming helps us build and continue building a product that far exceeds "the acceptable", thereby allowing us to deliver a product and service that is the competitive edge.

On the face of it, we're a team of professionals who provide distinct formats and various degrees of individualized service to radio stations large or small in markets of all sizes, AM's or FM's, automated, semi-automated or live.







**W**e understand stations as we've all been there. Having personally served in all areas. Owner. Management. Sales. Programming. Engineering. Research. Promotion. Finance. Operations. We've done it all and by doing it ourselves, we truly know the business. We know the frustrations of building audience. Of keeping audience. We know how important the bottom line is. And how fragile audience leadership and prosperity can be.

The overall, general impression of our team is one. The interaction, exchange and flow of ideas, balance of personalities, mutual respect, diversity of disciplines cause us to be one.

Side by side we are. Our people. Our equipment. The interworking facets of talent and technology. Here too, our capacity is more than the description of each piece of machinery by name, model number and manufacturer.

Our equipment is a technical marvel. Contemporary advances in sound technology, to record, transmit, hear, adjust and store music.

A closer look will reveal that our equipment is the result of testing and re-testing, unique modification, innovations. Tested and proven by us for our own use. Prototypes for the industry.







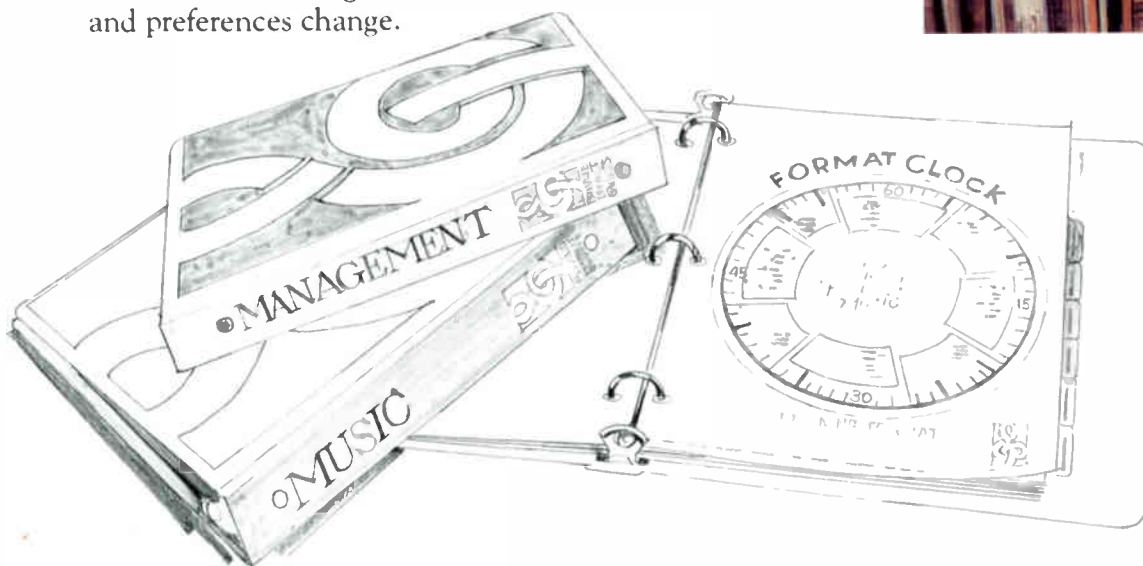
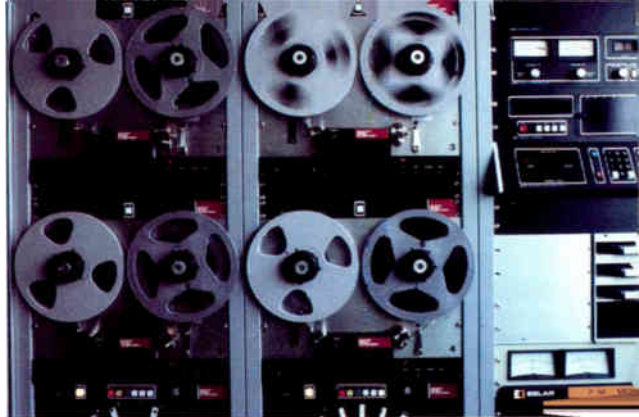
**L**ook, too, behind the read-out scan of our own computer screens, behind the lightning speed of word-symbols that say artist or composer or composition. See the ideas. The concepts. The vision of Bonneville people who make machines work to capacity. Pushing the computer to schedule formats, mix tempos, experiment with format adjustments, speed mechanical processes, free people from the routine, better use our own processes and resources.

And don't be surprised by our own in-house, mini-radio station. More than a broadcast monitor or an ordinary tool of our trade, it's at our command to pre-test programming, check on-air transmission and quality because we're driven to evaluate, understand and perfect our product.

Even our music libraries are so much more than what they appear to be. One a collection used to research, review and evaluate music. The other for mint recording of master tapes only.

They are in fact a most complete music source. To serve our ever-expanding repertoire. To satisfy all segments of the audience spectrum. To feed our very special formats, designed to capture very special segments of the market.

Our library is the result of constant research for the best recordings from around the world, some specially commissioned for our exclusive use. Constantly keeping pace with the industry and ever reflecting changes and developments in sound and attracting audience as tastes and preferences change.



**S**ide by side. Our people. Our techniques.

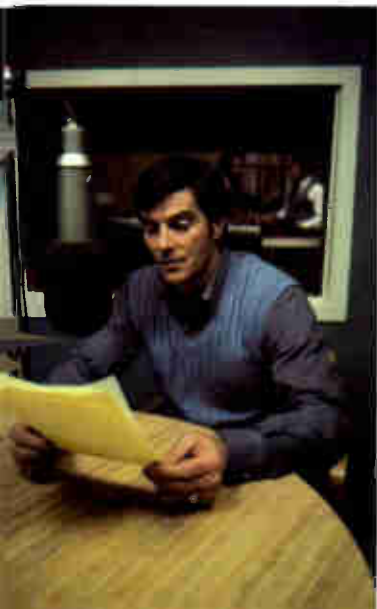
We're fanatics on achieving the greatest quality. On meticulous attention to detail. On improving even what we receive. Because we know the outcome of excellence. How it will result in greater listener response and ratings.

So when we say, for example, that we have the best ears to hear every click, to detect every pop, to edit out every scratch and annoyance, know that we do it because we fully understand the consequences.

Even what some may consider mechanical processes are not handled mechanically at Bonneville. From the early cataloging of sounds, through and including every aspect, duplicating, up-dating, editing.

We have the sensitivity to keep our feelings part of our process. For if we are to sweep emotions, stimulate audiences, move listeners, hold attentions, we must add our emotions to the technical processes of our work.







**E**ven our furniture is more than functional decoration. Special rooms with controlled acoustical environments. Whether the purpose is to flatten sound, absorb it, or isolate it, each room is diligently maintained as a sound chamber adhering to essential criteria and serving us as a standard listening point of reference.

Our dimensions at Bonneville deepen daily. Each interlocking aspect of our work is constantly growing and learning and re-educating itself.

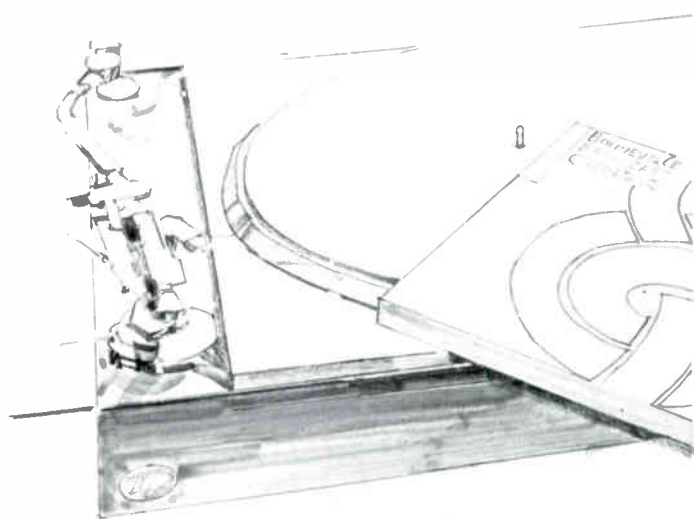
We're always exploring new forms and new solutions to contribute to the science of our art. Adding new research to measure individual or group attitudes.

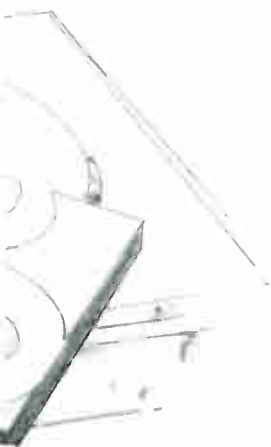
Looking into the future. Yet keeping our eye on the needs of today, the particular qualities of a station, the wants of listeners.

We offer structure that we constantly reshape, revise and update.

And in the final analysis, the reels of tape we deliver are just the start of our relationship. The end product is our beginning.

Our tapes are like so many building blocks cemented by the mix of our combined effort. And once we have the right blocks in place and the mix flowing, we can begin to help build a better, stronger station. Helping you to work toward a more profitable future.







**W**e want to become an integral part of your station. Monitoring. Studying. Analyzing.

Evaluating. Critiquing local programming, news, announcers, talk, promos and commercials. We'll offer format suggestions. Special programs. Operational and technical ideas. Recommendations for equipment and their proper application. Thematic tune-in advertising and sales promotion concepts. Even promotional TV spots.

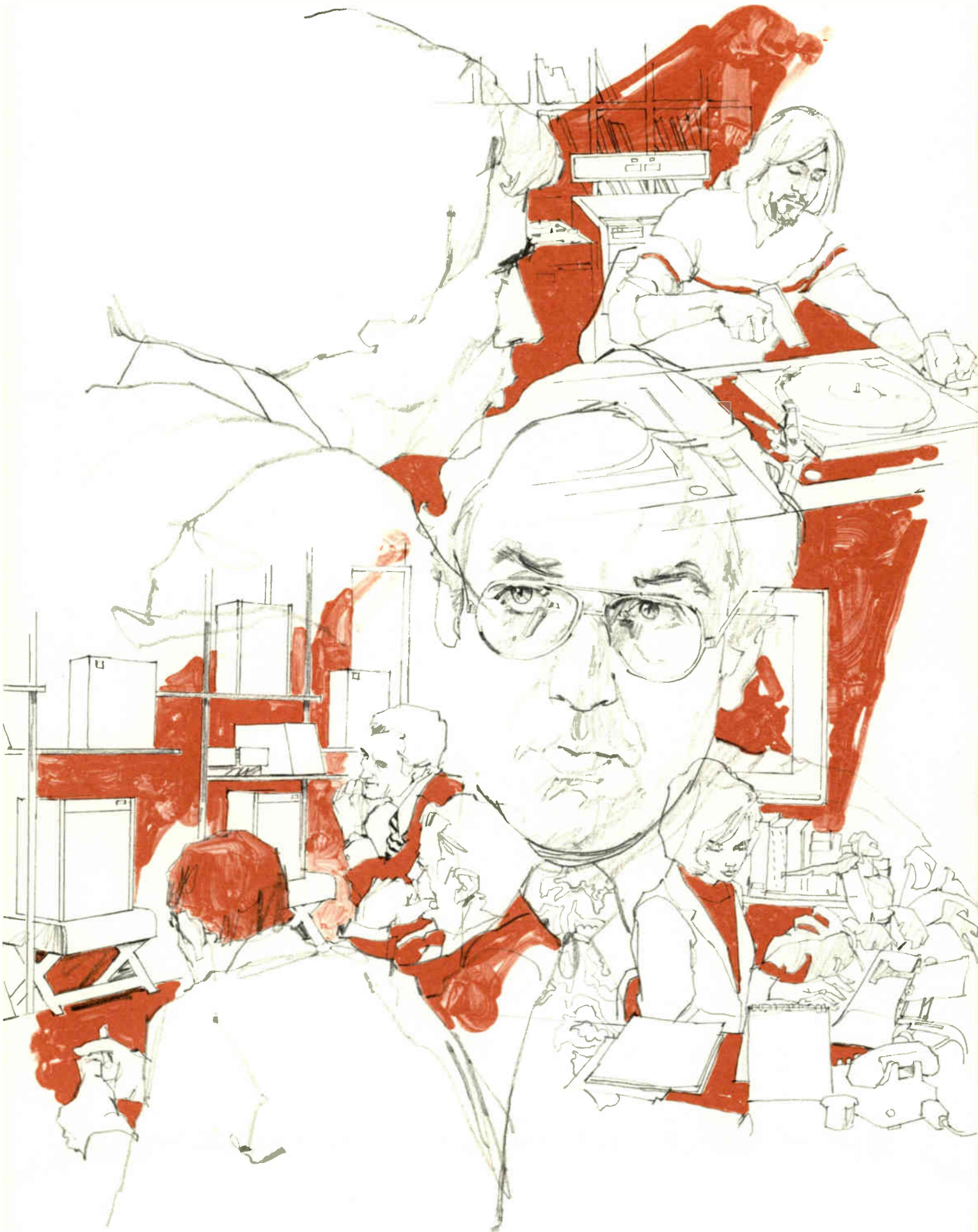
Our total commitment is to this joint effort and to the on-going relationship that must exist between us.

And for those of you who prefer to measure our company by the single rule of results, we welcome a thorough evaluation in terms of the bottom line.

Ask and we will show how our success produces improved figures in audience and share. Beating the competition with the right demographics.

So, let the complexity of our science or the simple reality of our results convince you to look into the future today and see Bonneville Broadcast Consultants.





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A division of Bonneville International Corporation





I'm interested in knowing more. Please send information on:

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Market Evaluation | <input type="checkbox"/> Programming |
| <input type="checkbox"/> Research          | <input type="checkbox"/> Promotion   |
| <input type="checkbox"/> Technical         | <input type="checkbox"/> Operations  |
| <input type="checkbox"/> Other _____       |                                      |

name \_\_\_\_\_

title \_\_\_\_\_

station \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

telephone \_\_\_\_\_  
area code \_\_\_\_\_ best time to call \_\_\_\_\_

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