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*Cartier*  
**"Salute to Excellence"**  
2-:60 Vignettes

**#1.....WAYNE GRETZKY**

**CARTIER PRESENTS TODAY'S "SALUTE TO EXCELLENCE"...**

He burst onto the scene in 1979—an 18 year old kid from Brantford, Ontario. And from the moment he stepped on the ice, *Wayne Gretzky* forever changed the game of hockey. He was never the biggest or fastest player, but his grace, finesse and uncanny intuition revolutionized a sport known for its physical play. *Gretzky* led the Edmonton Oilers to four Stanley Cup championships and, over the course of his storied career, smashed 61 NHL records—including most goals, most assists and most points, both in a season and a career. He was league MVP nine times, won 11 scoring titles and went to 18 All-Star games. And through it all, "*The Great One*" carried himself with class and dignity. He revered the game, respected his opponents and loved to win. *Wayne Gretzky* is considered the greatest player in the history of the National Hockey League.

I'm \_\_\_\_\_, CBS News.

**THIS "SALUTE TO EXCELLENCE" WAS BROUGHT TO YOU BY CARTIER, WHERE EXCELLENCE HAS ALWAYS BEEN OUR GOAL. CARTIER--A CREATIVE FORCE IN THE DESIGN AND MANUFACTURE OF EXCEPTIONAL JEWELRY, WATCHES AND ACCESSORIES FOR MORE THAN 150 YEARS. FOR MORE INFORMATION, VISIT "cartier.com".**

**#2.....ELLA FITZGERALD**

**CARTIER PRESENTS TODAY'S "SALUTE TO EXCELLENCE"...**

She is considered, by many, the greatest jazz singer of all time. For six decades, *Ella Fitzgerald* captivated the world with her magnificent voice, remarkable grace and incomparable style. She shot to fame in 1938, when her recording of "*A Tisket A-Tasket*" became a number #1 hit. For the next 60 years, Ella entertained legions of fans with her crystal-clear voice and amazing diversity in range and style. She sang it all—from swing, jazz and "scat"—which she perfected—to the blues, bossanova and calypso. And through countless honors and accolades, she charmed us all with her quiet charisma and humility...a class act all the way. The sheer mention of her name inspires raves. Famed composer Ira Gershwin once said, "I never knew how good our songs were until I heard *Ella Fitzgerald* sing them."

I'm \_\_\_\_\_, CBS News.

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## 25<sup>th</sup> High School Reunion “Just For Men”

**Situation: two(2) ladies, old friends from high school meeting at 25<sup>th</sup> hs reunion. Chatty and conversational.**

Lady 1. Gee Jen, you look terrific. Who could believe that it's been 25 years since high school?

Lady 2. You look great too, Lisa.

Lady 2. This is wild. Have you seen Sean Miller?

Lady 1. Oh my god. He looks terrible. Almost all gray and at least 20 lbs over weight. Who could believe the captain of the football team could have let himself go like that.

Lady 2. I know. And look at Mark Howard at the bar. He was so hot, what happened?

Lady 1. Who's that guy Suzy and Claire are hanging all over?

Lady 2. You won't believe it. That's Alfred Blando from the Chess club. Look at him now, so handsome. He looks so successful. He looks better now than he did in high school.

Lady 1. Introduce me, introduce me...

Announcer: Was it “**Just For Men**?”

**“Just For Men” is more than a haircolor, it's the Rejuvenator.**



## Just For Men

### “Reflections” :60 sec

Guy: So I caught my reflection in the window recently. Mirrors lie sometimes, but windows never do, you guys notice that? Someone explain that to me. Anyhow, I noticed I looked a little... older than I thought I did. Then it hit me—it was just my gray hair. Which isn't the end of the world, because there's something I can do about it. And that something is Just For Men. Just For Men is a hair color for guys like us who don't want anything complicated or drastic, we just want to look like we looked before. It couldn't be easier—grab one of eight basic shades at the drug store—no cosmetology degrees required—shampoo it in, and five minutes later you're back to your original color. It enriches your hair, and brings back a thicker, healthier, natural look. I know, something like this can be scary for a guy. We've seen what our wives go through. But this is Just For Men. Check it out at [justformen.com](http://justformen.com) next time you're on line. Hey, I don't want to change my look. The gray is doing that. I want to look the same. The way I looked a few years ago. Can you picture me as a peroxide blonde? I know, you can't see me, but let me tell you, it wouldn't be pretty.

Anncr (Female): Just For Men. Five easy minutes brings back the way you used to look.



**"SMOOTH MOVES"**

**DOROTHY HAMILL**

KERI LOTION PRESENTS...SMOOTH MOVES...THE FINEST FEMALE ATHLETES IN OLYMPIC HISTORY, BROUGHT TO YOU BY KERI LOTION.

ANNC:

BORN IN CHICAGO, SHE WON THE NATIONAL NOVICE FIGURE SKATING TITLE IN 1969 AND ONE YEAR LATER TOOK THE SILVER MEDAL IN THE NATIONAL JUNIOR CHAMPIONSHIPS. BUT THIS YOUNG WOMAN'S CROWNING MOMENT OF ACHIEVEMENT CAME AT THE 1976 WINTER OLYMPICS AT INNSBRUCK, AUSTRIA WHEN SHE SHOCKED HER COMPETITION AND THE WORLD BY WINNING THE GOLD MEDAL IN WOMEN'S FIGURE SKATING. WHO IS THIS ICE PIXIE WITH THE SMOOTH MOVES? FIRST THIS FROM KERI LOTION:

(KERI LOTION COPY)

HILIGHT:

*DOROTHY HAMILL HAS DONE IT...SHE'S WON THE GOLD MEDAL AND SHE'S ON TOP OF THE WORLD! WHAT A PERFORMANCE!*

DOROTHY HAMILL CAPTURED THE HEARTS OF FANS EVERYWHERE WITH HER GOLD MEDAL IN 1976. SHE LATER WENT ON TO STAR IN THE ICE CAPADES AND WAS INDUCTED INTO THE FIGURE SKATING HALL OF FAME IN 1991.

**BONNIE BLAIR**

KERI LOTION PRESENTS....SMOOTH MOVES FROM THE FINEST FEMALE ATHLETES IN OLYMPIC HISTORY...BROUGHT TO YOU BY KERI LOTION:

ANNC:

THEY SAID SHE WAS TOO SMALL AND THAT SHE WAS TAKING ON A MAN'S SPORT. STILL SHE STUCK WITH IT AND WHEN THE ICE SHAVINGS HAD SETTLED, THIS BRAVE WOMAN FROM CHAMPAIGN, ILLINOIS HAD SKATED AWAY WITH FIVE GOLD MEDALS OVER THREE OLYMPICS. THE ONLY WOMAN EVER TO ACHIEVE THAT FEAT IN THE WINTER OLYMPIC GAMES. WHO IS THIS SPEED DEMON WITH THE SMOOTH MOVES? FIRST THIS FROM KERI LOTION:

(KERI LOTION COPY)



## "SMOOTH MOVES"

### HIGHLIGHT

*SHE'S DONE IT AGAIN...BONNIE BLAIR HAS NOW WON GOLD IN CALGARY, ALBERVILLE AND LILLEHAMMER! FIVE GOLD MEDALS IN SPEEDSKATING...WOW!*

BONNIE BLAIR RETIRED FROM SPEED SKATING ON HER 31<sup>ST</sup> BIRTHDAY...AND DID SO AS THE REIGNING WORLD SPRINT CHAMPION. A TRULY SMOOTH MOVE!

## DONNA WEINBRECHT

KERI LOTION PRESENTS...SMOOTH MOVES FROM THE FINEST FEMALE ATHLETES IN OLYMPIC HISTORY...BROUGHT TO YOU BY KERI LOTION:

### ANNC:

NEW JERSEY MAY NOT BE KNOWN FOR SKIING...BUT THIS YOUNG LADY CHANGED ALL THAT IN 1992. SHE FIRST TRIED HER HAND AT FIGURE SKATING, BUT THEN REALIZED SHE BELONGED ON THE SLOPES. AFTER TEACHING HERSELF THE SPORT IN VERMONT...SHE WENT ON TO WIN THE FIRST EVER MOGULS GOLD MEDAL AT THE '92 GAMES IN ALBERTVILLE, FRANCE. WHO IS THIS MOGUL MANIAC? FIRST THIS FROM KERI LOTION:

### HIGHLIGHT:

*WEINBRECHT IS SHREDDING THIS COURSE...AND SHE IS GOING TO BECOME THE FIRST EVER GOLD-MEDALIST IN THE MOGULS COMPETITION. WHAT A STORY!*

DONNA WEINBRECHT OF WEST MILFORD, NEW JERSEY WENT ON TO COLLECT SEVEN U.S. MOGULS TITLES AND FIVE WORLD CHAMPIONSHIPS. HOW'S THAT FOR A SMOOTH MOVE?



# Excedrin

**"Olympic Size Headache; Gold Medal Relief"**

***Joe McGooth Skier***

**Man talking to himself breathlessly...**

Joe McGooth...common man...barreling down an icy mountain towards his destiny...Olympic Gold in Utahhhhh.....**(sounds of a big crash into bushes.)**

**Woman skis to a stop yelling frantically...**

*Joe...honey...are you ok? My gosh that was a terrible fall. Did your skis get crossed again?*

**Announcer:**

Joe McGooth always wanted to be an Olympic skier. Unfortunately he never learned to ski properly...never trained and can barely keep up with his kids.

Still...Joe can sometimes get an Olympic-sized headache. Usually brought on by skiing out of control. And when he does...he reaches into his fanny pack for Excedrin. Because Excedrin provides powerful relief...Gold Medal relief...without a prescription.

Excedrin...powerfull...Gold Medal relief...without a prescription.

Thank you...and please remember to ski safely this Olympic season...and bring along your Excedrin.



# Excedrin

## "Olympic Size Headache; Gold Medal Relief"

### *Joe McGooth Hockey Skater*

Man talking to himself under his breath while playing in a men's hockey game...

Joe McGooth...picking up speed as he streaks down the left wing...he's swooping in on the goalie...looking to score the Gold Medal-winning goal in the Olympics in Utahhhh.....**((he crashes loudly into the net.))**

### **Joe's teammate...**

Hey...Joe...you ok? Man, you really went head-first right into the goalie and the net. Looks like you hit your head pretty hard. This is only a men's league game big fella...take it easy.

### **Announcer:**

Joe McGooth always dreamed of playing Olympic hockey for team U.S.A. Too bad he grew-up playing croquet...never learned to skate..and now qualifies as little more than a mascot for his men's league squad.

Still...Joe can get an Olympic-sized headache...and that's when he reaches into his hockey bag for Excedrin. Excedrin provides Gold Medal relief without a prescription.

And remember...if you plan to play hockey during this Olympic season...carry your Excedrin with you...and please wear a helmet.



:60 #1

Adam is 12 and a half years old and lives in Kerhonson, New York. Adam will be the Gold Medal Olympian for the US Luge team in 2006. Adam doesn't even know what the luge is yet. But thanks to Verizon, he'll not only know what it is, but soon he'll be a luger.

Verizon's Junior Luge Series is a touring program that brings the sport of luge to hundreds of young athletes between the ages of 10-14. Each year it brings coaches and kids from all walks together to try the luge and see who possesses the coordination, reflexes, and timing that could make them the next Gold medalist for the US Olympic Luge Team. In fact, a number of athletes got their start in the Verizon Junior Luge Series. And it's expected that by 2006, 90% of the Lugers will be discovered this way.

In the near future, Adam will be training to compete in the fastest winter Olympic sport, where he will reach speeds of more than 80miles/hour down a vertical drop of 25 – 30 stories.

Just another way that Verizon is using it's initiative for creativity and teamwork, not just in the technology arena, but in the global arena as well. Verizon, proud sponsor of the US Olympic Luge Team...Proud sponsor of our future.

:60 #2

Somewhere there is a competitive young girl named Kelly with a dream of being famous. Dreaming of dropping 25-30 stories, traveling over 80 miles an hour, round bank turns and drops, battling four to five gs. Dreaming of becoming an Olympic luger."

Because of the Verizon Luge Challenge, Kelly was discovered by the Olympic coaches when she and her parents experienced Luge for the first time at their local ski resort.

Now Kelly is training for the 2006 Winter Olympics. Verizon combines the strength of former Bell Atlantic and GTE Companies, offering a single source solution for residential, business, and government customers...it's poised with champion potential. And Verizon understands that champion potential is about talent and opportunity. That's why Verizon gives back. Through it's sponsorship of the US Olympic Luge team, Verizon is positioned to help the team discover potential talent. In fact by 2006, it's expected that 90% of the team will be found that way. Verizon, proud sponsor of the US Olympic Luge Team...Proud sponsor of our future.

1/27/2002



**1). Coolmax: #2 (:60)**

The Winter Olympics - where only the tough survive and those with that champion edge triumph.

This year, the athletes with that champion edge will be wearing clothes made of **Coolmax** by DuPont.

No other sport is as tough as the biathlon – a combination of vigorous cross-country skiing and precision marksmanship. While skiing, the athletes' heart beats at over 180 times a minute. When they come into sight of their target, they must stop, and, with complete focus, fire their rifle. It's a true endurance test that demands optimum energy and absolute concentration, making this a sport of body and mind. **Coolmax** understands this.

**Coolmax** by **Dupont** is a high performance fabric designed to improve the energy and endurance of the wearer. It's a four channel fabric system that draws sweat away from the body to the outer layer of the garment where it quickly evaporates. It keeps the skin comfortable and dry, conserving energy and endurance - freeing the athlete's mind and body to focus on their target - to focus on the gold.

**Coolmax and Dupont** - bringing technology and body together for that champion edge.

## Audi “*Technology Of Sport*” Report

1.) The Winter Olympics, - where power, control, and technology, are pushed to the limits.

**No sport has embraced the cutting edge of technology more than Short Track Speed Skating.**

**To grip the ice around turns, short track blades are extremely sharp and are bent in at an arc that mirrors the direction of the turn. Blades are placed off-center to the left so the boot does not touch the ice when the skater leans into the turn.**

This “*technology of sport*” report is brought to you by the gold medal technology of Audi’s Quattro all-wheel drive, where Quattro senses road conditions and sends power to the wheels with the most grip. Drive an Audi with quattro all-wheel drive for the perfect blend of power and control.

2.) The Winter Olympics, - where power, control, and technology, are pushed to the limits.

**Cross country skiing uses computers to analyze the snow conditions and determine which type of wax to apply to the ‘kick zone, the middle third of the ski base designed to grip the snow and provide a launch pad to thrust the skier forward into a powerful and controlled glide.**

This “*technology of sport*” report is brought to you by the gold medal technology of Audi’s Quattro all-wheel drive, where Quattro senses road conditions and sends power to the wheels with the most grip. Drive an Audi with quattro all-wheel drive for the perfect blend of power and control.

3.) The Winter Olympics, - where power, control, and technology, are pushed to the limits.

**In Giant Slalom snowboarding , boards are stiff and narrow, designed to carve sharp turns at high speed on rugged terrain. In Halfpipe competition, boards are wider and more flexible, giving the athlete precision control and incredible power in turns and flips.**

This “*technology of sport*” report is brought to you by the gold medal technology of Audi’s Quattro all-wheel drive, where Quattro senses road conditions and sends power to the wheels with the most grip. Drive an Audi with quattro all-wheel drive for the perfect blend of power and control.



#1 :60

**I am a woman.** I have a career...a husband...and a new home I need to furnish. Sounds simple, but it's not. There are an overwhelming number of furniture stores, aisles and aisles of choices, and not a lot of time. And I'm not just interested in buying furniture. I'm interested in furnishing my home...defining my style...because it's all a reflection of me. That's why I choose Ethan Allen. Ethan Allen's design professionals assist you in discovering and selecting something that you can live in. They understand that everything you choose is part of your personal vision. Whether you're redesigning rooms or simply adding to existing collections...Ethan Allen's design professionals are there to assist you in finding furnishings that suit your style and budget.

What's your style? Let Ethan Allen help you define it.

Marty Rolnick



**#1 :60**

WOMAN: I loved my first apartment. It was really exciting to define the style of my own place. I painted, picked out fabrics and upholstery, planned color schemes...all on a very limited budget. The next thing I knew, I was helping friends turn their apartments into a space that was unique to them and their lifestyle.

(CUT) I studied interior design for a couple of years, and now I'm a design professional with Ethan Allen.

(CUT) The exciting thing about being a design professional is that I get to know my client, really help them explore their tastes and define their style. Walk them through selecting fabrics and designs for their custom made pieces.

(CUT) We even stitch their names into the tags...

(CUT) It's amazing watching my clients take ownership of their style... and their lives...

(CUT) In the day of mass production, voice mail, email... it's a special opportunity to work with people face to face. I'm very lucky.

MALE VOICE OVER: Set up a complimentary consultation with a design professional at Ethan Allen today. And let us help you define your style.

WOMAN: ) I'm a design professional with Ethan Allen and I love my job.

**#2 :60**

I'm a design professional with Ethan Allen.

When I met Barbara and Mike, they had just gotten married. They were furnishing their new home, and we're overwhelmed by the options and their own budgetary constraints. They had done the singles apartments, the roommate thing, lived together ...and so on... But now it was for real...the big step.



They really wanted to create a space that was their own. A home that they could escape to, entertain in, and essentially make a life in.

I helped them assemble a wish list based on what their vision was for each room, and the entire home. And now six months later, they're settled into their new place and they've gotten everything together.

(CUT) Barbara called me the other day to thank me. She said that because we planned out their vision, which initially they thought was unattainable, they were able to see it come true in just six months.

(CUT) They're living in their dream home.

MALE: Let Ethan Allen design professionals help you make your dream home a reality. Set up a complimentary consultation today.

Woman again...laughing and light... I'm a design professional with Ethan Allen and I love my job.

Promotional Spot: :30 drive traffic to store and website.

**Ethan Allen means more than just furniture. It means designing your dreams. At Ethan Allen, we understand how important your home is. We also understand that getting away from home is also important...so we are offering you a once-in-a-lifetime chance to design your dream vacation. Stop in at a participating Ethan Allen store or log-on to EthanAllen.com and register to win a dream vacation to some of the world's most exotic locations...Design your dream vacation...only at Ethan Allen.**



## **Outback Salutes “No Rules, Just Right”!**

Robert Allen Zimmeran was born in 1941, in Duluth, Minnesota.

In his youth he was fascinated with the music of Elvis and Jerry Lee Lewis and he hoped to join a rock'in band like Little Richard's. But the times they were a changing.

Dylan dropped out of college and found his way to the burgeoning folk scene happening in New York City's Greenwich Village.

The release of his 1963 album Free Wheelin marked the emergence of one of America's most poetic voices and an artist that would influence generations of musicians to come,

Known for his distinctive sound, Outback salutes Bob Dylan. **“No Rules, Just Right”!**

## **Outback Salutes “No Rules, Just Right”!**

Madonna Louise Ciccone was born in Bay City Michigan in 1958 excelling early on in dance and drama.

By 1977 she dropped out of college and moved to New York City where she soaked up the music scene around her.

By 1983, with the release of her self-titled debut album, it was clear this woman was going to change the course of popular music. Forging her own way and writing her own rules, Madonna has grown from a pop phenomenon to a cultural icon.

Almost 20 years later, her innovative vision and style continues to hold our attention.

Outback salutes Madonna. **“No Rules, Just Right”!**

WESTWOOD ONE



# Salutes NO RULES. JUST RIGHT.®

*\*\*We have the ability and flexibility to mirror any major promotion tying in an appropriate Salute No Rules, Just Right genre with both a media and promotional campaign..*



askMartha



CNRADIO



I. Most Influential Musicians

- Bob Dylan
- Madonna
- Bob Marley
- Village People

II. Greatest Athletes of 20<sup>th</sup> Century

- Michael Jordan
- Tiger Woods
- Muhammad Ali
- Jim Thorpe
- Doug Flutie

III. Most Influential People in the History of Movies

- WK Laurie Dickson
- Edwin S. Porter
- Charlie Chaplin
- George Lucas

IV. Most Important Inventions/Inventors of past 2000 years

- Cotton Gin
- Reading Spectacles
- Printing Press
- Calculating Machine

V. Most Influential Television Programs

- Howdy Doody
- Ed Sullivan
- Milton Berle
- All In The Family

VI. Most Important Historical Personalities

- Socrates
- Francis Bacon
- Eli Whitney

VII. Most Influential Entrepreneurs

- Henry Ford
- Bill Gates

WESTWOOD ONE



Salutes

NO RULES. JUST RIGHT.®



Market Watch  
cbs.marketwatch.com



THE ENGINEER  
CHARLES OSGOOD



askMartha



CNRADIO



VIII. Most Incredible Achievements by "ordinary" people

- Erik Weihenmayer's conquest of Mt. Everest (first blind man)

IX. Community Heroes

- Those individuals or organizations that threw out the rules and made a positive difference in their community.

X. Miscellaneous Adaptations of Games or Sports that evolved from the traditional



## I. Opportunity

### a) Radio Segment:

- Two-minute *Darwin* branded segment w/ show host Jim Bohannon (nominated for Radio Hall of Fame induction- Chicago, IL; November 2001)
- Todd Datz, Senior Editor of *Darwin* magazine, is talent for demo
- *Darwin* content with consumer appeal will be used to develop a Q&A segment with Datz serving as an expert/contributing journalist
- Segment to air three (3) times per week: Mon, Wed, Fri = 156 segments per year

### b) *America In The Morning* (AITM)

- Wake-up show combines breaking news, entertaining features, informative reports
- Airs M -F, 5-6am in most time zones
- Major stations include: KTRH-AM/Houston; KOMO-AM/Seattle; KFBK-AM/Sacramento; KFYI-AM/Phoenix
- *America in the Morning* is a syndicated talk show owned by Westwood One

### c) Background on *Westwood One*

- The #1 radio network and provides over 150 news, sports, music, talk, entertainment program features, live events and 24-hour formats to over 7500 radio stations
- The company is managed by the radio arm of Viacom, Infinity Broadcasting
- Properties/shows include:

*CBS Radio News*

*CNN Larry King*

*Dan Rather Reporting*

*Fox News Radio*

*The G. Gordon Liddy Show*

*Ask Martha (Stewart)*

*CNN Radio*

*Imus In The Morning*

*Last Night On Tonight With Jay Leno*

*NBC Radio Network*

*Late Show Top Ten*

*The Osgood File (Charles Osgood)*

## II. Demo

- Two (2) demos were produced using content from May 1<sup>st</sup> *Darwin* articles: "All Talk, All the Time" (i.e., voice recognition) and "Online College Aid Service"

## III. Audience Profile

- Average Quarter Hour (AQH) for adults (18+) = 434,300
- AQH for males (25-54 yrs old) = 108,400
- Weekly reach (M25-54) = 231,000

## IV. Underwriter Benefits

- Franchise opportunity: Exclusive affiliation with unique editorial property
- 156 :30-second spots per year
- :05-second underwriter "tag" per segment
- Eight (8) 4/C full-page ads in *Darwin* magazine (creative of underwriter's choice)



CXO MEDIA INC.



# darwin



- Segment audio files posted on [www.darwinmag.com](http://www.darwinmag.com); Link from [darwinmag.com](http://darwinmag.com) to underwriter site
- Mention in *Darwin*/AITM partnership announcement news release
- Access to Jim Bohannon (i.e., appearances at conferences, golf tournaments, etc.)  
Availability and frequency of availability is dependent upon lead-time.
- Bus signage: Up to ten (10) buses running for one year (July-July) throughout the country
- Two (2) guaranteed on-air promotional mentions per week (add'l spots to run on time available basis)
- Extending current reach & visibility
- Awareness/branding of leader in segment

## V. Pricing

- Currently exploring annual, semi-annual and quarterly pricing packages

# darwin



**Todd Datz**  
**Senior Editor**  
*Darwin* magazine

Datz edits the "Buzz," "Netropolis" and "Fittest" departments for *Darwin*. He also edits and writes features for the *Darwin* website. Pre-*Darwin*, Datz edited and wrote for *CIO* magazine. He follows innovation and supply chain issues, and dabbles in the retail and transportation industries.

Datz's reporting and editing responsibilities require him to stay abreast of technology issues and trends with a consumer and business appeal, including the introduction of new technology gadgets and business-focused software. In addition to his editorial role, he provides expert commentary to national and regional news outlets on topics such as holiday gift gadgets. He has appeared on TV stations from coast to coast, including CBS and Fox affiliates in Denver, Cincinnati, Raleigh and Salt Lake City.

Prior to joining *CIO* in September 1997, Datz was a Supervising Editor at Silver Burdett Ginn, an educational publisher, where he helped launch and supervise the making of an elementary social studies series. He has also served as a Senior Editor at Houghton Mifflin. Datz holds a B.A. in Government from St. Lawrence University and an M.I.A. (International Affairs) from Columbia University.

# # #



# darwin



**Jim Bohannon**

**Host**

*America In The Morning*

*The Jim Bohannon Show*

Whether it's a big vote before Congress, or the latest celebrity headlines, Jim Bohannon is on the air with the newsmakers who are on the scene. Bohannon hosts *The Jim Bohannon Show*, as well as the early morning weekday newsmagazine *America in the Morning*. He is one of America's top talk show hosts and he is taking over the airwaves with his compassion, wit, wisdom, and natural charm.

Bohannon, a radio veteran of more than 35 years, considers himself the voice of reason, a self-described militant moderate. He has anchored newscasts, political conventions, election night coverage, and was Larry King's backup for eleven years. He began his broadcasting career in 1960 at KLWT, his hometown station, in Lebanon MO. After attending college at Southwest Missouri State University in Springfield, Missouri, Bohannon served in the U.S. Army and eventually moved to Washington, DC where he worked at WGAY, WTOP, and WRC. In 1980, he moved to Chicago where he worked for WCFL and as a freelance reporter for CNN.

In 1983, Bohannon joined Mutual Broadcasting/Westwood One, where he covered four national political conventions, and the Moscow Summit. In 1993, when Larry King quit his daily radio gig to focus on his CNN show, Bohannon replaced the King of Late Night with his own show - *The Jim Bohannon Show*. Bohannon is a nominated for the Radio Hall of Fame in Chicago, IL in November 2001.

# # #



CXO MEDIA INC.



**WESTWOOD ONE**



July 11, 2001

Kelly Cumming  
Arthritis Foundation  
1330 W Peachtree Street  
Atlanta, GA 30309



Dear Kelly:

I hope this letter finds you in the best of health and spirit.



We have before us an opportunity to do something really good, and I and my colleagues are excited about it.



By using the vehicle of network radio, the Arthritis Foundation will positively impact the lives of people with arthritis.



Based on our conversations, I have outlined the role of Westwood One as a radio broadcast partner with the Arthritis Foundation.



1. WONE will broadcast an annual radio schedule of :60 sec vignettes, which the Arthritis Foundation will supply the editorial content. The editorial portion will be no less than 50% of each entire vignette. The editorial content may include mission-based Arthritis Foundation messages, with a corresponding call to action. These vignettes will be tagged with an appropriate sponsor of which the Arthritis Foundation has final approval. The Foundation will have final approval of both the editorial content and the tagged sponsor message content. These vignettes must meet Westwood One broadcast standards.



2. The Arthritis Foundation will have sole ownership of all editorial content, including the entire Arthritis Foundation editorial portion of the finished vignettes.



3. The Arthritis Foundation will receive a percentage of the overall revenue generated by the sponsorship of the vignettes, as illustrated below.



- Arthritis Foundation will receive 15% of net revenue if placed direct by client (\$2,000,000 schedule=\$300,000 net to Arthritis Foundation)
- Arthritis Foundation will receive 5% of net revenue if placed through clients advertising agency (\$2,000,000 gross schedule or \$1,700,000 net schedule = \$85,000 net to Arthritis Foundation)



4. All sponsorship dollars surrounding the radio program will be paid directly to the Arthritis Foundation from the client/agency. WONE will bill the Arthritis Foundation for costs associated with this program. The AF guarantees payment to WONE once the AF has received payment from the sponsor. The AF and WONE will agree upon all costs in advance, and no additional costs will be the responsibility of the Foundation. No costs will be billed to the Foundation until sponsor payment has been received.



5. It is the responsibility of Westwood One to find the sponsor, but in the spirit of a true partnership, it is expected that the Arthritis Foundation will help Westwood One secure the sponsor through its existing contacts, availability of meetings, conference calls, etc.



6. Westwood One will provide the production resources necessary to produce the vignettes.



**WESTWOOD ONE**

&



askMartha



ONRADIO



7. Westwood One will help the Arthritis Foundation with their localization efforts by providing the following resources to the Foundation:

- WONE will provide the editorial-only customizable vignettes on disk to 55 Arthritis Foundation chapters for local placement. These versions will not include sponsor messages.
- Once the sponsored series is complete, the Foundation may use/distribute the non-sponsored vignettes as desired.
- WONE will provide Foundation chapters with local WONE media contacts, to assist in the local promotion of the vignette series.

8. During the time period from securing the sponsors through the last broadcast of the sponsored vignettes, the AF will agree to work solely with WONE on this specific educational initiative.

9. In the true spirit of a strategic partnership, Westwood One is committed to making this a win-win-win experience for all partners involved.

I look forward to hearing your thoughts.

Thanks again, Kelly.

Best Regards,

Marty

cc. Carol Galbreath

The **Arthritis Foundation** and **Westwood One** have teamed together combining the *commitment, expertise* and *credibility* of the Arthritis Foundation with the *power, reach* and *influence* of Westwood One radio networks to improve the lives of the community of people with arthritis through the radio broadcast of "**Healthy Joint Update**" vignettes.

**Westwood One** (WONE) is the leading radio network company in America. WONE provides over 150 news, sports, music, talk, entertainment programs, features, live events, & 24/7 formats serving more than 7700 radio stations, satisfying a variety of audience appetites. Westwood One is managed by the Infinity Broadcasting Corporation and is a member of the Viacom family of media properties.

**"Healthy Joint Update" Vignettes from the Arthritis Foundation:**

- ◆ Golden Nuggets of information directed towards people affected by or at risk for the various forms of arthritis.
- ◆ Educational in nature
- ◆ Call for action to help people take control of their lives
- ◆ Voiced by Dr. John H. Klippel – Medical Director of the Arthritis Foundation
- ◆ Billboard opportunity with :15 sec tag by brand

**Subject Matter:**

- ◆ Will develop educational messages that are appropriate for sponsors target audience. Westwood One will create a schedule to reach the targets.

**Additional Benefits:**

- ◆ Distinguish brand by delivering pertinent and helpful information
  - people associate messenger with message
- ◆ Captivated audience
- ◆ Halo effect of the Arthritis Foundation's unmatched credibility
- ◆ Willingness of Arthritis Foundation and Westwood One to be a solution to sponsor's marketing objectives
  - utilization of resources

**Contact:**

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E-mail: [marty\\_rolnick@westwoodone.com](mailto:marty_rolnick@westwoodone.com)

# ARTHRITIS FOUNDATION

3 Demo Vignettes

## **#1 Osteoarthritis**

I'm Dr. John Klippel, Medical Director of the *Arthritis Foundation*.

Did you know one in six Americans suffers from arthritis? *Osteoarthritis*, or *OA*, is the most common form of arthritis and affects 21 million Americans. *OA* can be serious, and can lead to profound changes in a person's life. The symptoms of *OA* generally begin after age 45, women in particular are at increased risk. If you are experiencing the early signs of *OA*, such as pain in your hands, knees, hips, or low back, see a doctor for an early and accurate diagnosis and to develop a treatment plan, which might include exercise, weight loss, nutrition and medications. Take control of your arthritis by logging on to the Arthritis Foundation's website [arthritis.org](http://arthritis.org) for a free joint health kit.

## **#2 Rheumatoid Arthritis**

I'm Dr. John Klippel, Medical Director of the *Arthritis Foundation*.

Let's shatter some myths about arthritis. Many people think of arthritis as something that only occurs in older people and leads to minor aches and pains. However, some of the most serious forms of arthritis such as rheumatoid arthritis, spondylitis, and lupus most commonly affect young people, including children. These forms of arthritis pose serious risks for a lifetime of pain and suffering and the threat of disability. Early recognition of the signs and symptoms of these forms of arthritis along with early diagnosis and treatment by your doctor are critically important for successful treatment. To learn more about these and other forms of arthritis, and the many new advances in arthritis treatment, log on to the Arthritis Foundation's website [arthritis.org](http://arthritis.org). Take control of your arthritis today!

## **#3 OA Drug Guide**

I'm Dr. John Klippel, Medical Director of the *Arthritis Foundation*.

When was the last time you changed your arthritis medications? In recent years, there have been a lot of changes in arthritis treatment. But one thing hasn't changed. Medications remain an important part of any arthritis treatment plan. There have been many new advances in arthritis drugs over the past several years.. How can you make sense of what's out there? Let the *Arthritis Foundation* be your guide. Log on to the Arthritis Foundation's website [arthritis.org](http://arthritis.org) for a FREE copy of our *Drug Guide*. It will provide you with the information you need to take greater control of your health and to achieve the greatest benefits from the treatment prescribed by your doctor. Take control today!

# ARTHRITIS FOUNDATION

## Billboard Tag lines

*This Healthy Joint Update is made possible by:*

1. **American Express Financial Services** – American Express Financial Services is proud to support the Arthritis Foundation's efforts to help people take control of arthritis as well as helping people take control of their financial future. For more information, log onto [americanexpress.com](http://americanexpress.com)
2. **Amgen** – Amgen is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Amgen, a biotechnology company dedicated to dramatically improving people's lives. For more information, log onto [amgen.com](http://amgen.com)
3. **Aventis** – Aventis, creator of the Rheumatoid Arthritis/Juvenile Rheumatoid Arthritis Patient Advisory Council, designed to give patients a greater role in setting the nation's agenda on rheumatoid arthritis. For more info log onto [aventis.com](http://aventis.com).
4. **Barr Laboratories** – Barr Labs is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Barr is the leading pharmaceutical company specializing in the development and manufacturing of generic pharmaceutical therapies. For more info log onto [barrlabs.com](http://barrlabs.com).
5. **Bayer Consumer Care - Aleve** Aleve is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Aleve's new "easy open arthritis cap" has been commended for ease of use by the Arthritis Foundation. For more info log onto [aleve.com](http://aleve.com)
6. **Boehringer Ingelheim Pharmaceuticals** – The Boehringer Ingelheim group is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. As one of world's leading pharmaceutical corporations, we create Value Through Innovation to ensure that tomorrow's world is a healthier one. For more info log onto [boehringer-ingelheim.com](http://boehringer-ingelheim.com)
7. **Centocor** - Centocor is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Centocor, a leader since 1970 in biotechnology and a growing force in healthcare worldwide. We open new pathways in medicine, with the needs of patients always our top concern. For more info, log onto [centocor.com](http://centocor.com).
8. **Immunex** - Immunex is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. 20 years of painstaking medical research combined with human compassion. Immunex, creating the future of medicine. For more info log onto [immunex.com](http://immunex.com)
9. **McNeil Consumer Health Care**, Maker's of Tylenol Arthritis Pain Extended Relief. Tylenol is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. For relief of minor arthritis pain, doctors recommend TYLENOL Arthritis Pain the most. For more info log onto [Tylenol.com](http://Tylenol.com)

# ARTHRITIS FOUNDATION

## Billboard Tag lines

10. **McNeil Consumer Health Care**, Maker's of Aflexa Glucosamine dietary supplement. Aflexa is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Don't let joint stiffness slow you down or keep you from the things you love. Aflexa is the dietary supplement that can help maintain healthy joints. For more info log onto [Aflexa.com](http://Aflexa.com)
11. **Merck** – Merck is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. We discover, develop, manufacture and market a broad range of innovative products to improve human health. At Merck, we never try to forget that medicine is for the people. For more info log onto [Merck.com](http://Merck.com)
12. **Nutramax**, maker's of Cosamin DS - Nutramax is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. CosaminDS is a patented, scientifically researched dietary supplement taken by thousands of people to help maintain healthy joints. For more info, log onto [nutramaxlabs.com](http://nutramaxlabs.com)
13. **Pharmacia** – Pharmacia is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. At Pharmacia we are passionate in our commitment to improving health and wellness around the world. For more info log onto [celebrex.com](http://celebrex.com)
14. **Pfizer** – maker's of Ben Gay. Ben Gay is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Arthritis Formula BENGAY is specially formulated for fast, effective relief from minor arthritis pain and its stiffness. BENGAY has warming power that penetrates deep down for relief that lasts for hours. For more info, log onto [bengay.com](http://bengay.com)
15. **Rexall Sundown** – maker's of Osteo Bi Flex dietary supplement. Osteo Bi Flex is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Osteo-Bi-Flex America's No.1-selling dietary supplement for healthy joints, offers active, health-conscious individuals of all ages a nutritional approach to promoting joint health. For more info, log onto [osteobiflex.com](http://osteobiflex.com)
16. **Schering Plough Healthcare Products** – maker's of Dr. Scholl's Step Well Insoles. Dr. Scholl's is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Dr Scholl's Insoles are designed to help relieve pain and discomfort from common foot problems, including those suffered by people with arthritis. For more info, log onto [drshcolls.com](http://drshcolls.com)
17. **State Farm Insurance** – State Farm, a leader in the insurance and financial services arena is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. At State Farm our mission is to help people manage the risks of everyday life, recover from the unexpected and realize their dreams. For more info, log onto [statefarm.com](http://statefarm.com)
18. **Transamerica Insurance and Investment Group** – Transamerica , a leader in the financial services arena is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Securing your financial future is one of the most important goals you can achieve. We offer a wide selection of innovative financial services and products designed to help you fulfill your dreams. For more info, log onto [Transamerica.com](http://Transamerica.com)

# ARTHRITIS FOUNDATION

## Billboard Tag lines

19. **Schiff Vitamins** maker's of Move Free – Move Free, a glucosamine and chondroitin dietary supplement is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Schiff is one of the most trusted and respected brands due to its focus on research, innovations, and delivery of high quality dietary supplements. For more info, log onto [schiffvitamins.com](http://schiffvitamins.com)
20. **Whitehall Robins**, maker's of Advil. Advil is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Advil can provide fast relief for the arthritis pain that can slow you down. At Advil we understand that your days are busier than ever, so our goal is to help your to-do list remain a can-do list. For more info, log onto [advil.com](http://advil.com)
21. **Whitehall Robins**, maker's of Flexagen. Flexagen is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. Flexagen™ is a dietary supplement for joint care from the makers of Advil. It contains Glucosamine and Chondroitin, substances that are naturally produced in your body and serve as building blocks for healthy joints. For more info, log onto [flexagen.com](http://flexagen.com)
22. **Wyeth-Ayerst Pharmaceuticals** - Wyeth-Ayerst Pharmaceuticals is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. At WYETH our vision is helping us to lead the way to a healthier world through a variety of drug therapies. We are committed to making quality, integrity, and excellence the hallmarks of our business. For more info, log onto [wyeth.com](http://wyeth.com)
23. **Supartz** - Supartz is a new non-drug therapy recently approved by the FDA called joint fluid therapy. If your doctor has determined that the pain you are experiencing is caused by osteoarthritis, you might be a candidate for a non-surgical, non-pharmacological, pain-relieving therapy called Supartz. For more info, log onto [supartz.com](http://supartz.com)



The **American Dietetic Association** and **Westwood One** have teamed together combining the *commitment, expertise* and *credibility* of the American Dietetic Association with the power, reach and influence of Westwood One radio networks to enhance the quality of people's lives by advocating sound nutritional eating habits through the radio broadcast of "**Eat Right Update**" vignettes.

**Westwood One** (WONE) is the leading radio network company in America. WONE provides over 150 news, sports, music, talk, entertainment programs, features, live events, & 24/7 formats serving more than 7700 radio stations, satisfying a variety of audience appetites. Westwood One is managed by the Infinity Broadcasting Corporation and is a member of the Viacom family of media properties.

**"Eatright Update" Vignettes from the American Dietetic Association:**

- ◆ Golden Nuggets of information devoted exclusively to enhancing the quality of people's lives through the advocacy of sound nutritional eating habits
- ◆ Educational in nature
- ◆ Call for action to help people take control of their lives
- ◆ Voiced by David Grotto – voice of the American Dietetic Association
- ◆ Billboard opportunity with :15 sec tag by brand

**Journal of the American Dietetic Association:**

- ◆ The official membership publication of the largest organization of food and nutrition professionals in the nation. For more than 75 years the ADA has been promoting better health through optimal nutrition. ADA members are a major influence in purchasing, recommending and specifying products and services in private practice, colleges and school foodservice, hospitals, extended care facilities, clinics and community/public health facilities.

**Subject Matter:**

- ◆ Will develop educational messages that are appropriate for sponsors target audience. Westwood One will create a schedule to reach the targets.

**Additional Benefits:**

- ◆ Distinguish brand by delivering pertinent and helpful information
  - people associate messenger with message
- ◆ Captivated audience
- ◆ Halo effect of the American Dietetic Association's unmatched credibility
- ◆ Willingness of American Dietetic Association and Westwood One to be a solution to sponsor's marketing objectives
  - utilization of resources

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## American Dietetic Association

### Westwood One Program

#### DRAFT OF RADIO SCRIPT

#### **"Your Link to Nutrition and Health"**

#### **Childhood Obesity**

Did you know that nearly one out of five children in the United States is overweight? Childhood obesity is fast becoming an epidemic in our country.

This is David Grotto, Registered Dietician for the **American Dietetic Association** with "Your Link to Nutrition and Health."

Obesity is linked to many serious health problems, both in children and adults -- including high blood pressure and cholesterol and increased risk for cancer, heart disease and diabetes. Parents, teachers, health-care providers -- we must all work together to help our kids eat well and engage in regular physical activity. You can start at home by limiting your kids' fat and cholesterol intake after the age of two. Try offering low-fat alternatives to favorite foods--like part-skim mozzarella on pizza or breaded, baked fish instead of fried fish sticks. Make low-fat eating a family affair and everyone benefits.

For more information, visit the **ADA** at "[eatright.org](http://eatright.org)."

# AMERICAN DIETETIC ASSOCIATION

## Billboard Tag lines

### *This Link to Nutrition and Health is made possible by:*

- 1: **The American Egg Board** – Advocates of the incredible, edible egg. An egg is one of nature's most nutritious creations. Eggs are protein-rich, low in sodium, and contain vitamins and minerals. In addition, eggs are inexpensive, delicious, and easy to prepare. For more information on the incredible, edible egg, log onto [aeb.org](http://aeb.org)
2. **ConAgra** – Maker of Healthy Choice Brands - At Healthy Choice, being healthy means feeling good - eating the foods you love and feeling good about your choices. Whether you run in marathons or run a household, Healthy Choice can help make a full, active lifestyle a little easier. Feed your appetite for life. For more info log onto [healthychoice.com](http://healthychoice.com)
3. **Gerber Products Company** – Maker of over 190 nutritional foods for your children. Early childhood is the best time, and the easiest time, to introduce your child to a variety of nutritious foods. Gerber Food products contain important nutrients in the right textures for babies and young children that can help your child develop healthy eating habits to last a lifetime. For more info log onto [gerber.com](http://gerber.com).
4. **Kellogg's** – Maker of Kellogg's Ready-to-eat cereals. Many nutritionists agree that a balanced breakfast should provide about one-fourth of your daily needs for essential nutrients and calories. Most **Kellogg's**® ready-to-eat cereals are fortified with at least 25 percent of the Daily Value for six vitamins as well as 10 percent of the Daily Value for vitamin D. Kellogg's, where Breakfast is a Healthy habit. For more info log onto [kelloggs.com](http://kelloggs.com).
5. **Viactiv**, Active nutrition for women by women – At Viactiv we believe good nutrition is the foundation of good health now and in the future. For every woman, there exists a "personal best" that good nutrition can help her achieve. All of our products are scientifically based and tested, and all of the content on our web site is reviewed by registered dietitians and medical doctors. For more info log onto [viactiv.com](http://viactiv.com)
6. **Stouffer's Lean Cuisine** – Lean Cuisine, Nutritious meal solutions for healthy living. Maintaining a healthy weight is a balance between the number of calories you consume and how many calories you expend through physical activity. Lean Cuisine makes eating healthy delicious. So do something good for yourself. It's not just lean. It's cuisine. For more info log onto [leancuisine.com](http://leancuisine.com)
7. **Novasoy** - Novasoy produced by the Archer Daniels Midland Company (ADM); a leading processor of soybeans for more than 30 years. Soybeans are some of nature's most nutritious foods and contain Isoflavones. Recent research shows that soy isoflavones may help maintain healthy bones, healthy cholesterol, good cardiovascular health and good health during and after menopause: Capture the power of soy with Novasoy. For more info, log onto [novasoy.com](http://novasoy.com).

# AMERICAN DIETETIC ASSOCIATION

## Billboard Tag lines

*This Link to Nutrition and Health is made possible by:*

8. **National Cattlemen's Beef Association-** Beef is truly one of nature's best tasting multivitamins. Beef can play a major role in the improvement of overall diet quality. According to recent studies, Lean red meat and lean white meat were equally effective in lowering blood lipids in a National Cholesterol Education Program step 1 diet. Enjoy eating beef and feel good about eating it, too. For more info log onto [beef.org](http://beef.org)

9. **Minute Maid**, With more than 50 years in the juice business, The Minute Maid Company is an expert in juice nutrition. We were the first company to introduce a calcium-fortified orange juice in 1987. At The Minute Maid Company, we are committed to providing you and your family with products that deliver the nutrition, purity and fresh taste you expect.. For more info log onto [minutemaids.com](http://minutemaids.com)

10. **Con Agra Dairy Foods**, Maker of **Egg Beaters**- Egg Beaters Healthy Real Egg Product is made from 99% real eggs and includes some added vitamins and minerals. Egg Beaters is naturally fat free, cholesterol free, with the same protein as whole eggs, and has less than half the calories, but all of the taste of whole eggs. For more info, log onto [eggbeaters.com](http://eggbeaters.com)

11. **Boca Foods** - Maker of **Boca Burgers** - Pleasing serious meat lovers with a variety of juicy, delicious, meatless foods for you to enjoy. Mouth watering taste that satisfies but never slows you down. Hard to believe it's meatless. Now you can have your burger and eat it too. From now on, we think you're going to say, "Boca Me". For more info, log onto [bocaburger.com](http://bocaburger.com)

12. **GFA Brands** – Maker of **Smart Balance® Buttery Spreads**– an ideal, ready-made fat source to be used in a healthy diet to help provide the right balance of fats for cooking, baking, recipes and table use. Smart Balance® products are a delicious and beneficial part of an overall healthful and varied diet. For more info log onto [smartbalance.com](http://smartbalance.com)



The **American Kennel Club** and **Westwood One** have teamed together combining the *commitment, expertise* and *credibility* of the American Kennel Club with the *power, reach* and *influence* of Westwood One radio networks to promote responsible dog ownership and the positive interaction between dogs and society through the radio broadcast of "**Responsible Dog Ownership**" vignettes.

**Westwood One** (WONE) is the leading radio network company in America. WONE provides over 150 news, sports, music, talk, entertainment programs, features, live events, & 24/7 formats serving more than 7700 radio stations, satisfying a variety of audience appetites. Westwood One is managed by the Infinity Broadcasting Corporation and is a member of the Viacom family of media properties.

**"Responsible Dog Ownership" Vignettes from the American Kennel Club:**

- ◆ Golden Nuggets of information directed to 38 % of the American population who own dogs and so many more who know, love and want to own them.
- ◆ Educational in nature
- ◆ Call for action to help people become responsible dog owners
- ◆ Voiced by Patti Strand, Member of the AKC Board of Directors
- ◆ Billboard opportunity with :15 sec tag by brand

**Subject Matter:**

- ◆ Will develop educational messages that are appropriate for sponsors target audience. Westwood One will create a schedule to reach the targets.

**Additional Benefits:**

- ◆ Distinguish brand by delivering pertinent and helpful information
  - people associate messenger with message
- ◆ Captivated audience
- ◆ Halo effect of the American Kennel Club's unmatched credibility
- ◆ Willingness of American Kennel Club and Westwood One to be a solution to sponsor's marketing objectives
  - utilization of resources

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Wendy Serkin  
American Kennel Club  
Phone: 212-696-8342  
E-mail: [wrs@akc.org](mailto:wrs@akc.org)

# AMERICAN KENNEL CLUB

Demo Vignette Copy

## **#1 Buying a Dog**

I'm Wendy Serkin, Vice President of the *American Kennel Club*.

Bringing a dog into your family or home is a decision that requires thoughtful consideration. Becoming a responsible dog owner means a commitment of time, care and attention. Veterinarian visits, proper nutrition, grooming, training and registering your dog are all part of responsible pet ownership. Don't buy a dog on impulse. Owning a dog is a lifelong commitment. Plan ahead and choose the breed that's right for you. For a free AKC Responsible Dog Ownership packet, log onto [akc.org](http://akc.org)

## **#2 Winterize Your Dog**

I'm Wendy Serkin, Vice President of the *American Kennel Club*.

As winter approaches, being a responsible dog owner means winterizing your dog.

Never leave your dog alone in the car during the winter. To prevent frostbite on the ears, tail and feet, don't stay outside too long, especially if your dog is small or has a short coat. Look out for dangers inside the home. Keep antifreeze away from your dog, likewise poisonous holiday plants such as holly and poinsettias. Should you have any questions about winter pet care, it might be a good idea to consult your veterinarian. For a free AKC Responsible Dog Ownership packet, log onto [akc.org](http://akc.org)

## **#3 Remember The Basics**

I'm Wendy Serkin, Vice President of the *American Kennel Club*.

Responsible dog ownership means assuring your dog's basic needs are satisfied. Keep your pet in clean, comfortable and safe housing. Nourish your pet with palatable and uncontaminated food in sufficient quantities at least once per day. Provide your dog with unlimited access to potable and uncontaminated water. And equally important, provide regular veterinary care as needed with regular immunization against infectious disease. For a free AKC Responsible Dog Ownership packet, log onto [akc.org](http://akc.org)

# AMERICAN KENNEL CLUB (AKC)

Billboard Tag lines

## *This Responsible Dog Ownership Tip Update is made possible*

- 1: **Bayer Animal Health** – Maker of Advantage Dog RX and Kiltix® Topical Tick Control. Our mission is to protect animals, and benefit people: Bayer, a leader in the animal health industry by continuously researching and developing new products for animal health and pest control since 1919. For more information, log onto [bayeranimalhealth.com](http://bayeranimalhealth.com)
2. **Fort Dodge Animal Health** – the number one veterinary biological (vaccine) manufacturer in the world and maker of Pro Heart 6. New ProHeart® 6 is the long-lasting heartworm preventative administered by your veterinarian. No more monthly pills, chunks or little stickers to remember (or forget). Just one dose, and your best friend will be protected from deadly heartworm for a full six months. For more information, log onto [proheart6.com](http://proheart6.com)
3. **Hill's Pet Nutrition** – makers of Science Diet® and Prescription Diet®. With over 125 veterinarians and a staff of thousands, we're committed to providing the best, leading-edge pet nutrition, technology, products, and expertise to pet owners, veterinary professionals, and pet specialty retailers worldwide. For more info log onto [hillspet.com](http://hillspet.com).
4. **Merial/Merck** – Maker of Frontline Plus and Heartgard Plus. FRONTLINE Plus provides your dog with the most complete spot-on flea and tick protection available through your veterinarian. HEARTGARD Plus is the #1 choice of veterinarians for heartworm disease prevention! All you have to do to protect your dog from the threat of heartworm disease is to give HEARTGARD Plus once a month and use as otherwise directed. For more info log onto [merial.com](http://merial.com).
5. **Pfizer Animal Health** –Maker of Revolution Dog RX. Pfizer Animal Health provides products that pet owners and veterinarians need to keep pets healthy, happy and living life to the fullest. Revolution Dog Prescription protects your dog against fleas, ticks, and heartworm, as well as ear mites, sarcoptic mange and some other internal parasites. For more info log onto [petnet.com](http://petnet.com)
6. **Petco** – Petco is a leading specialty retailer of premium pet food, supplies and services with 530 stores in 41 states. At Petco, our vision is to create a fun and exciting shopping experience, online and in stores, for our customers and their pets by offering a complete selection of pet-related products at competitive prices with superior customer service at convenient locations. For more info log onto [petco.com](http://petco.com)
7. **Novartis Animal Health** – Novartis Animal Health is dedicated to being the best provider of innovative companion animal health products in the eyes of its customers. Our revolutionary parasite preventive products include SENTINEL® Flavor Tabs®, and INTERCEPTOR® Flavor Tabs®. For more info, log onto [novartisah.com](http://novartisah.com).

# AMERICAN KENNEL CLUB (AKC)

Billboard Tag lines

***This Responsible Dog Ownership Tip Update is made possible***

## **8. For IAMS:**

This “*Responsible Dog Ownership Tip*” is made possible by the *IAMS Company*, makers of *Eukanuba Veterinary Diet Dog Foods* and other world-class quality pet foods. Our formulas are designed to nutritionally manage health conditions while providing for total animal well-being. For more info, log onto “[iams.com](http://iams.com).”

## **9. For HARTZ:**

This “*Responsible Dog Ownership Tip*” is made possible by the *HARTZ Mountain Corporation*. We believe that the bond between you and your dog is one of the most special relationships you can have. Our health and beauty care products are designed to handle the day-to-day maintenance necessary to ensure the health and happiness of your pet. *HARTZ Mountain*—every pet’s best friend for 75 years. For more info, log onto “[hartz.com](http://hartz.com).”

# GABELLI FUNDS

2-:60 Demo Commercials

## Gabelli/Dolan

Hi, I'm Mario Gabelli, Chairman of the *Gabelli Asset Management Company*. In the financial world, as in the real world, you're known for the company you keep. At Gabelli Funds, we set very high standards when it comes to the companies we keep in our portfolio. That's why we created our Management Hall of Fame—to salute corporate executives for their outstanding contribution in enhancing shareholder value.

This is Chuck Dolan, Chairman of Cablevision Systems. When times are good, most companies can outperform in the marketplace. But when times are tough, the best of the best shine. We set the bar high, and we've been successful. Cablevision is more than just cable TV--we've built one of the nation's leading telecommunications and entertainment companies. By wisely expanding our holdings, we've expanded our earnings. I'm honored to be a part of the *Gabelli Management Hall of Fame*. Mario and I have the same goals—to create shareholder wealth and enhance our client's investment success.

Investment choices and decisions are complicated enough. Let us help you build wealth and simplify the process. Talk to a *Gabelli Fund Manager* and find out what we can do for you. For a prospectus, call us at 1-800-GABELLI or visit our website at "[gabelli.com](http://gabelli.com)."

# Guideposts



**Guideposts** and **Westwood One** have teamed together combining the *tradition* and *credibility* of Guideposts with the *power, reach* and *influence* of Westwood One radio networks to provide the true stories of hope and inspiration that Guideposts has been publishing for the past 56 years to national radio with the new **Guideposts Inspirational Moment** vignettes.

**Westwood One** (WONE) is the leading radio network company in America. WONE provides over 150 news, sports, music, talk, entertainment programs, features, live events, & 24/7 formats serving more than 7700 radio stations, satisfying a variety of audience appetites. Westwood One is managed by the Infinity Broadcasting Corporation and is a member of the Viacom family of media properties.

**"Guideposts Inspirational Moment" Vignettes** from Guideposts Magazine:

- ◆ True stories of hope and inspiration from our 12 million+ readers
- ◆ Inspirational and uplifting in nature
- ◆ Voiced by Edward Grinnan, Editor-in-Chief of Guideposts
- ◆ Billboard opportunity with :15 sec tag by brand

**Guideposts Magazine:**

Connecting America with True Stories of Hope and Inspiration for over 56 years.

**Subject Matter:**

- ◆ Edited versions of original stories written by Guideposts readers. Westwood One will create a schedule to reach the targets.

**Additional Benefits:**

- ◆ Distinguish brand by delivering positive, inspirational stories
  - people associate messenger with message
- ◆ Captivated audience
- ◆ Halo effect of Guideposts unmatched credibility
- ◆ Willingness of Guideposts and Westwood One to be a solution to sponsor's marketing objectives
  - utilization of resources

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## Westwood One/Guideposts

*- Opening: Now, another true story from Guideposts magazine, and Guideposts.com...here's Ed Grinnan*

- MUSIC (Opening Chord)
- STORY
- Target Tags

### Target Radio Tags

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