

# WORLDS GREATEST air show



FIVE MILLION MILLIWATTS STRONG! TWENTY FOUR HOURS LONG!

# new 98 WILK am

O.K., GREAT NORTHEAST . . . you've got a powerful NEW 98-AM to look up to! We're jam-packed with exclusive features —

### SKYwatch

**Squadron** : the region's first and only road/traffic reports *live from the air*— weekdays during peak morning and afternoon drive times. Our "Loose Goose" Plane and its pilot "Commanders" cover 420 air miles daily 'skywatching' the roads connecting Wilkes-Barre, Scranton and Hazleton. The Squadron also reports on fast-breaking news.

### music

Contemporary Top 40 with The new 98 Personality!

**BOB WOODY** (Weekdays, 6 to 9 AM) wakes you up with a song and a gong. (He's 'something else', but we don't know what.)

**PETER PIPER** (Weekdays, 9 AM to Noon) eases you through the morning.

**BOB ADAMS** (Weekdays, 1 to 3 PM) adds a mellow touch to any mid-day.

**"DOCTOR" DON BRUCE** (Weekdays, 3 to 7 PM) and his sidekick, "Scooterman", get you home from work feeling fine.

**ERIC THOMAS** (Weekdays, 7 to Midnight) sets a party mood and fills your requests.

**STEVE ST. JOHN & MIKE MORAN** keep your weekends lively and fun.

### NEWS

complete, correct and current reporting LIVE AT :25 and :55 with the 98 Professionals (Pat Ward, Jack Allen, Lee Flynn and Marge Stevens) and the ABC Contemporary Network.

**MEDIA WEATHER SERVICE**: daily forecasts from the same team that helped guide the "Double Eagle II" hot air balloon across the Atlantic. By combining sophisticated technology with proven experience, our listeners get accurate forecasts. And for winter preparedness, we've got "THE BLIZZARD WIZZARD" Cancellation Computer.

**SPORTS** : all the scores and scoops LIVE AT :15 and :45 with Rick Gaydos and Jim McCarthy. Plus — special reports from **HOWARD COSELL**.

### ALSO SPECIAL —

**PAUL HARVEY** (Weekdays at 9:25 AM, 12:30 PM and 4:25 PM) . . . the 'biggest voice' in America says aloud what many people feel in their hearts.

**STAR WATCH** (Weekdays, 6 to 9 AM) . . . Jay Michaels is into astrology and his horoscopes are fun for all believers.

**LARRY KING** (Nightly, Midnight to 5:30 AM) . . . the most talked about talk show on radio with big-name guests and call-in participation.

**CASEY KASEM** (Sundays, 1 to 5 PM) American Top 40 with the coast-to-coast hits.

**STEPPING OUT** (Saturdays\* at 7 PM) . . . disco hopping from New York's Studio 54 to the bright spots of California.

\*starting May 19th

**CONTESTS**: it's easy to be a winner on the NEW 98. Call-in contests, mail-in contests, stop-in contests — we've got them all!

