

On 00: 00:

“Hello there, my name is Chris Kershaw and I'm a composer singer or arranger type. We probably met before over the last few years while I was at PAMS or TM or recently at Sundance.

There's a new company now called Music K Productions Inc. It is basically me. It seem to be the prudent thing to do so that I can deal with you all directly. This tape will introduce you to the radio ID product that we have available today. End of introduction.

On 00: 37:

The LS package is been our biggest critical success. It was cut in March of 1975 in Dallas with John Garin in attendance. Now cut by cut...

On 02: 12:

The music maker was also originally cut in March of 1975. Jim Nettleton was the program director at WCAU FM in Philadelphia and this package is proven to be extremely versatile. It also includes an electronics news package they can be customized with the Moog for your station. Here cut by cut...

On 05: 05:

We feel Quick Shots is a fresh approach to the shotgun type jingle X Rock WNOR WDIA WRVQ are just a few of those presently using quick shots.

On 06: 26:

Back to basics has been our biggest selling package over the past couple of years, simply because it's so versatile. There probably five or six cuts in the package that will suit your particular programming needs. Here cut by cut...

On 08: 24:

When Todd Wallace was at KLIF we all thought this type was a littlebit strange when he came in with this idea. But it's proving to be a programming success while at KLIF and now at Cupid these particular electronics combined with chant cuts have proven to be extremely successful. Listen to these and give us your thoughts.

On 08: 54:

And here are some examples of acapellas. Our vocalgroup consist of Jacky Dickson, Judy Parma, Libba Weeks, myself, Brian Beck, Clark Womack and Dan Alexander. You know all of those names from the PAMS TM vocal groups of the past 5 years, and we've got them all together. Listen to the acapellas.

On 10: 44:

This tiny little voiceover room was not equipped with a piano so I won't sing my address. If you're interested in any of the other products that you've heard on this tape or need some custom material or just wanna talk about jingles in general, give me a call. I'm Chris Kershaw that's K.E.R.S.H.A.W., Music K productions Inc. 5924 Burgundy Rd., Dallas, TX 75230 and the phone number is area code 214-368-6748.