

TO: Program Directors, News Directors, Public Affairs Directors

FROM: David Woods, Director, University News Services

SUBJECT: Tapes for Your Use

DATE: July 14, 1983

With this memo comes a cassette with a demonstration tape of a radio program, "Conversations Unlimited," which we'd like to offer you without charge, exclusive in your market, on a weekly basis beginning in September.

The tape was put together from a half-dozen shows broadcast in the past year. It has a typical beginning--theme music, introduction of the host, the host's introduction of the first guest and a sampling of their conversation; followed by samples of five other interviews to give you an idea of the style, topics and caliber of guests.

*In a typical program*  
My colleague, Al Oickle, who hosts this show, has been in journalism for more than 30 years. His half-hour weekly program has been broadcast on Long Island (WUSB-FM) successfully for two years. Each week, Al interviews two or three guests, covering topical subjects and general interest topics. On the demonstration tape we have included a variety; for example, former U.S. Senator Javits on the Middle East and Ronald Reagan; author Alex Haley on genealogy and what his book, "Roots," did to spur an interest in ancestors; and researchers and teachers on the Stony Brook faculty. Also enclosed is a brief rundown on what the tape contains in its 13 minutes 20 seconds of samples.

You are free to use the tapes in any way you wish *e.g.:*

- The full half-hour tape weekly as a part of your regular programming, bringing matters of public interest to your listeners.
- Segments for your own magazine-type programs, using the guests' voices with Al Oickle's or even substituting your own host or reporter.
- Even smaller segments as actualities for use in your regular news broadcasts.

If you invite us to send the tapes weekly, you will be under no obligation to use them regularly. There is, of course, no charge.

We are looking at this kind of a timetable:

- Sept. 1 - The first tape will be delivered. We'll send a second tape, for backup use, to those stations that indicate they plan to use the 30-minute weekly program in its entirety. Thereafter, a new tape will follow weekly.

- Dec. 1 - We'll start calling the user-stations to see how well the tapes are being received and how much use is being made of them. If the reception and use are as good as we hope they will be, we will continue the syndication into 1984.

We would be grateful for any suggestions you might have now or in the future about "Conversations Unlimited."