



Electric Christmas

THE CHRISTMAS EVE SOLUTION

We've produced award-winning radio specials for other formats, so it was only natural that a growing number of rock and rock-related stations would turn to us for a rock 'n roll Christmas show. These stations wanted to acknowledge Christmas without sounding like they had changed format. The solution to their Christmas programming dilemma: Electric Christmas.

SIX HOURS OF HOLIDAY HITS


Electric Christmas is six hours long, so you can repeat it without worrying about being repetitious. It can also be run as a series of one-hour specials. Instead of a "host voice," Electric Christmas consists of unannounced Christmas hits interspersed with cutting edge comedy bits. Each segment is introduced with key-matched Electric Christmas vocal ID's.

FREE EXTRAS

The enclosed demo CD was purposely kept generic (and under five minutes) so that it could be used for presentation to your sponsors.

DIGITAL QUALITY

Electric Christmas is delivered on compact disc, around the middle of December (or earlier, upon request). The program must be returned after use. This allows us to update Electric Christmas with new songs and features next year.



DALE BAGLO BROADCAST INC

3334 Betula Place • Victoria, BC • V9C 2N6
Tel: (250) 391-1516 • Fax: (250) 391-9585
Email: dbroadcast@shaw.ca
www.thegiftofchristmas.com



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AWARD-WINNING FEATURES

Our cutting-edge comedy bits add a fitting festive frivolity. They feature the kind of radio that has won us national awards for creative excellence (CLIO, IBA, National Syndication Awards). It's the kind of production value that makes Electric Christmas stand apart from the mediocre crowd of Christmas specials.

Christmas Kids
Christmas Comedy
Christmas Stories
Christmas Facts
Christmas Skits

YOUR KIND OF MUSIC

A cross-section of rock stations were consulted to arrive at the perfect music mix. Their reactions, suggestions, and tips have resulted in a special with all the holiday hits you'd expect, plus a few rare rock gems you may never have heard before.

Here are some of the names you'll recognize: Eric Clapton, Bare Naked Ladies, Queen, Heart, BoDeans, Bryan Adams, Pretenders, Jars of Clay, Melissa Etheridge, Tom Petty, John Lennon, Eurythmics, U2, Jon Anderson, Greg Lake, John Mellencamp, Bruce Springsteen, Alarm, Bob Seger, Jethro Tull, Elton John, Sting, Billy Squier, Paul McCartney, Steve Earle, Eagles, The Who, Bon Jovi, Skydiggers, Jeff Beck, Pat Benatar, George Thorogood and XTC.

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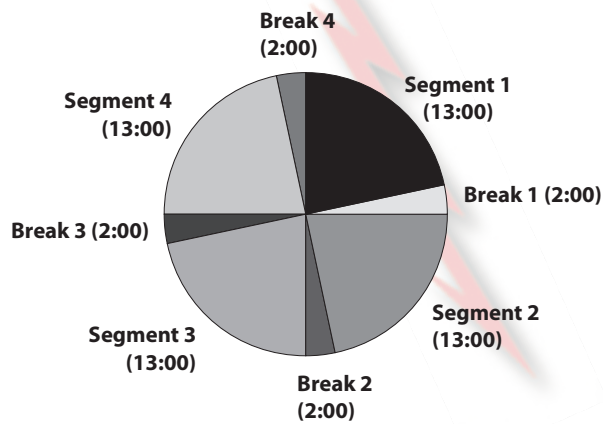


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COMMERCIAL AVAILABILITIES

Each Electric Christmas 'hour' is 52 minutes long, broken into four roughly equal segments of approximately 13 minutes each. Detailed segment times and songs are listed in the manual that accompanies the tapes. Your station has 8 minutes to fill with news, commercials, etc.

This clock diagram shows how the segments would be distributed if you ran four commercial breaks of 2 minutes each per hour. These breaks would occur roughly 13, 28, 43, and 58 minutes into each hour.



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