



# JOEY REYNOLDS

## Comedy with Conscience

**"Joey delivers a consistently solid performance overnights on WCBM for our listeners who live in a 24-hour world. And listeners keep their dial tuned to 680 when the sun comes up on our local morning show."**

- Bob Pettit, General Manager  
WCBM/Baltimore

### Show Summary

- Personality-based, Non-political "Stream of Unconsciousness"
- Comedic, Tongue-in-cheek Treatment of Everyday Life
- Spiritual, yet Whimsical

### Total Affiliates

Approx. 90

### Leading Affiliates

WOR-AM (New York)  
KALL-AM (Salt Lake)  
WHNZ-AM (Tampa)  
WCBM-AM (Baltimore)  
WTAR-AM (Norfolk)  
WARM-AM (Wilkes-Barre /Scranton)  
KMPH-FM (Fresno)



% U.S. Coverage: **41.8%**

### Make Your Late Nights Offbeat and Unpredictable

- Cash in on a recognized radio superstar's popularity
- A perfect counter to Political or Space Talk
- Unique female appeal

### "Been There, Done That!"

- Legendary Top-40 bad boy in 60s/70s
- One of first inductees to Rock N Roll Hall Of Fame
- Entrepreneur, with his fabulous cheesecake
- Author, "Let A Smile Be Your Umbrella, But Don't Get A Mouthful of Rain"
- Heard on "The Prophet" by Kahlil Gibran with original music and production by Jimmy Wisner, renowned producer of such acts as Tony Bennett, Robert Goulet, Barbra Streisand and Herbie Mann.

### Network Feed Times: GE8, Starguide

	Eastern	Central	Mountain	Pacific
<b>LIVE</b>	TuSa, 1a-5a	TuSa, 12m-4a	TuSa, 11p-3a	TuSa, 10p-2a
<b>Refeed</b>	M-F, 5a-9a	M-F, 4a-8a	M-F, 3a-7a	M-F, 2a-6a
<b>Refeed</b>	SS, 12m-8a	SS, 11p-7a	SS, 10p-6a	SS, 9p-5a

### Permitted Clearance Times: All Times

**Terms:** Barter, 4 min. per hour

**Producer:** George Matthews, (212) 642-4458

**Affiliations:** (212) 642-4533