



## 1330 NETWORKS DEBUTS WITH SYNDICATED AC MULTI-DAYPART SHOW

June 22, 2009

FOR IMMEDIATE RELEASE - **Gary Berkowitz**, President of Berkowitz Broadcast Consulting and **Jonathan Wolfert**, President of JAM Creative Productions have announced the formation of 1330 Networks, LLC. The new company will produce syndicated daypart programming for radio stations.

The first offering from 1330 Networks will be “Valier”, a satellite-delivered Monday through Friday 5-hour multi-daypart show designed for AC radio. The show is hosted by **Valier Smith** (pronounced “va-LEER”), who has over 20 years of on-air and voice-over experience, including 9 years at KVIL in Dallas/Fort Worth. It’s a music-intensive show that features familiar songs from the ‘70s through today, with an emphasis on the ‘90s and the Millennium years. The show is designed to fit any daypart and an AC station’s format of playing lots of music while still maintaining a personality feel.

“Valier” will be programmed by Gary Berkowitz, a 35+ year programming executive. Gary programmed legendary stations like WPRO AM-FM Providence, WROR Boston, WHYT, WJR and WKQI Detroit. In 1990 he established **Berkowitz Broadcast Consulting**, specializing in the programming of AC radio. Berkowitz consults some of America’s highest-rated and most financially successful radio stations such as WMJX Boston, Fresh 102.7 New York, WKQC Charlotte, WEAT-FM West Palm Beach and many others. He will continue to be based in Detroit and operate his consulting business as well as program the new “Valier” show for 1330 Networks. He will also be in direct contact with affiliates to make certain that the show is meeting their needs.

Mr. Berkowitz said, “When we saw what was happening with the economy, both Jon and I realized that the time was right to produce and syndicate a high quality show with a great air talent that could run in any daypart on an AC station. Valier will sound great in mid days, afternoon drive, nights or overnights. Valier Smith has the warmth and personality to bring this show to life. Best of all, the show will fit right into the station, maintaining a more music presentation and also providing a personality to sell its unique listener benefits. Our goal is to have Valier affiliates be #1 during the daypart she is on”.

The show will originate from the studios of **JAM Creative Productions** in Dallas. JAM creates award-winning jingles, imaging and programming for thousands of radio stations worldwide. The company was founded in 1974 by Jonathan and Mary Lyn Wolfert and is the only production house of its type which has been continuously owned and operated by its founders for over 35 years. Many of the most listened-to radio stations in the history of broadcasting, such as WABC, WCBS-FM, WFAN and Z-100 New York, WLS Chicago, and the BBC have relied on JAM. Most recently the company has worked closely with leading AC stations such as KOST Los Angeles and "Fresh" in New York and Chicago. JAM and Wolfert will continue to produce jingle and custom music projects in addition to handling the production and technical aspects of "Valier".

Mr. Wolfert said, "Even though economic times are tough for radio right now, I don't think that listeners expect any less from their favorite stations. We believe that 1330 Networks will supply a higher caliber of programming than can be achieved by most local voice-tracking. In addition affiliates will benefit greatly from the programming expertise of Gary Berkowitz and the decades of production know-how that have made JAM famous. We are very excited to launch this new project."

The show's host, Valier Smith, was born in New York City and raised in Dallas. Valier's desire to pursue a career as a film actress lead her to North Carolina where she landed several roles including a part in the film "Bull Durham". After a stint in L.A., Valier moved back east to look for more acting roles. But instead, she saw a newspaper ad from a local radio station looking for a morning co-host. She got the job and discovered she loved radio. Just four years later, Valier joined the air staff at legendary KVIL in Dallas-Fort Worth. She was there for nine years, and ultimately became the station's first-ever female midday personality. Ratings proved time and again that listeners like Valier's friendly style and refreshing outlook.

Valier said, "Working with Jon and Gary on this new show is a great opportunity to blend a touch of personality with great music to give people a lift during their busy day. Plus, I like the snug fit of headphones, the flashing lights of the control board, opening the mic and smiling into it. At that moment there's a complete connection with the listener. It's great and it's fun. It's radio."

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