

SCREEN

Radio spots hype 'Danny'

After producing 180 national radio spots in a blistering 17 days for "The Danny Show," freelance producer Shirley Feldmann is embarking on another hectic schedule of radio spot production to hype the show.

Feldmann was lured by show owner Buena Vista Television for 30 customized packages plugging the talk show of Danny Bonaduce in as many markets.

The only hard-sell radio market for the promos (30-second, 60-second and custom tag-line spots), was, ironically, Chicago. Some local stations declined to air the spots because Bonaduce, a DJ on WLUP, is considered competition, Feldmann said.

This assignment required a unique spin not often seen within the often-dissed world of talk show sensationalism. "The Danny Show," owned by squeaky-clean Disney, had to be promoted without offending

family values.

"I've never experienced this before," Feldmann said. "Scripts for both TV and radio focused on the positive, on the solutions offered by the show. Except for corporate work, I've never been asked to focus on the positive instead of the sensational."

The sweeps package will be key for "The Danny Show," as well as all daytime talk shows, probably more important than any season in recent history. Coverage of The O.J. Simpson trial took a heavy

ratings toll on all daytime shows this fall.

Bill Price voiced the 180 national spots; Buena Vista is seeking another voiceover for the sweeps package. The radio spots were recorded at CRC and Editel, producer of the TV promos.

Feldmann's Flicks is located at 1123 W. Newport, 60657. Phone, 348-0742; fax, 348-0799.—Lisa Hemminger ★



Shirley Feldmann produces radio spots for the 'Bonaduce' show;



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