



1450 The Boomer is on a mission. Simply stated, **THE BOOMER** strives to be regarded as "The World's Greatest Rock & Roll Station". Known as *The Heart and Soul of Rock and Roll*, **THE BOOMER** plays the greatest Rock & Roll from the 50's and 60's.

THE BOOMER is unlike any of the so-called "oldies" radio stations. In fact, the word "oldies" is *never* used to describe **THE BOOMER**. This is the music that stands the test of time, and in most cases, **THE BOOMER's** mix of "Vintage Rock and Roll" is more popular now than it was when it was first heard on our AM radios. Most stations that play vintage Rock & Roll usually play the same 300-400 songs over and over again. **THE BOOMER** Hit Parade features more than 15-Hundred Songs, and each one of these songs is a hit.

THE BOOMER features the biggest and very best selection of Doo-Wop, Rhythm & Blues and good old Rock and Roll. Listening to **THE BOOMER** is like taking a personal audio tour of The Rock & Roll Hall of Fame.

THE BOOMER's audience doesn't just listen to the station. They are passionate about it. As one devoted **BOOMER** listener proclaimed, "I tuned my radio to **THE BOOMER** and broke off the knob. I listen all day long." The passion people have for **THE BOOMER** and **BOOMER** Music is evident at **BOOMER** events. When **THE BOOMER** holds an event it is guaranteed that over a thousand people will show up to share the excitement and good times.

The cornerstone and mastermind of **THE BOOMER** is Program Director Lee Marshall. Along with Co-Host, Cyndy Ovalle, Lee does a daily show from 5 to 9am that he calls "Lee Marshall's Class Reunion". Lee not only plays all the great **BOOMER** music, he also involves the audience with on-going contests such as "Needle Drop" and Baby Boomer 1 0 1". These programming elements are so popular Lee has actually caused the phone service to jam due to the number of incoming calls from **BOOMER** fans! Lee punctuates the music with his own stories and insight into the music and the artists. Lee's peers have labeled him as a true radio legend, and for very good reason. Lee Marshall has been behind the microphones of some of the industry's most legendary radio stations such as CKLW in Detroit, WOR-fm in New York and was one of the driving forces of the revolutionary "Boss Radio" at 93/KHJ in Los Angeles. Lee is a member of the Rock and Roll Hall of Fame where visitors can hear him in the "Legends of Rock and Roll Radio" section. A radio industry publication conducted a survey in which on-air personalities throughout the U.S. were asked to name radio's best performers. Lee Marshall was selected as a member of "Radio's All Time Dream Team."