

# RADIO ROUNDUP

a collection of features, oddities,  
and helpful tips



**NORTH AMERICAN  
PRECIS SYNDICATE, INC.**

415 Madison Avenue, 12th Fl.  
New York, New York 10017

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175 WORDS, 60 SECONDS

## T-V NEWS

A TELEVISION LEGEND IS TURNING FIFTY. MUTUAL OF OMAHA'S "WILD KINGDOM" PREMIERED ON JANUARY SIXTH, 1963—AND TELEVISION HASN'T BEEN THE SAME SINCE. EXPLAINS MUTUAL OF OMAHA'S "WILD KINGDOM" CO-HOST JIM FOWLER: (BEGIN *SOUND BITE* 18 SECONDS): **"MUTUAL OF OMAHA'S 'WILD KINGDOM' BROUGHT THE WORLD'S MOST EXOTIC PLACES AND WILDLIFE RIGHT INTO AMERICANS' LIVING ROOMS. OVER THE YEARS IT BECAME A SUNDAY EVENING TRADITION FOR FAMILIES ALL ACROSS THE COUNTRY. AND WE PIONEERED A NEW TELEVISION GENRE—THE REALITY SHOW."** (END *SOUND BITE*) ALONG THE WAY, IT ALSO WON FORTY-ONE MAJOR AWARDS INCLUDING FOUR EMMYS. IT WON A LOT OF HEARTS AND MINDS, TOO. FOWLER SAYS THE SHOW INSPIRED GENERATIONS. HE EXPECTS THE NEXT FIFTY YEARS TO BE JUST AS EXCITING AS THE LAST. (BEGIN *SOUND BITE* 20 SECONDS): **"WE'RE EXCITED TO CELEBRATE FIFTY YEARS OF ADVENTURE, AND WE'VE GOT LOTS OF EXCITING THINGS PLANNED TO KICK OFF 'WILD KINGDOM'S' NEXT FIFTY YEARS."** (END *SOUND BITE*) VISIT [WILD-KINGDOM--DOT--COM](http://WILD-KINGDOM--DOT--COM) FOR DETAILS. YOU CAN ALSO FIND IT ON FACEBOOK AT [WILD-KINGDOM-T-V](http://WILD-KINGDOM-T-V). PLUS, A NEW WILD KINGDOM YOU-TUBE CHANNEL FEATURES A COMPLETE LIBRARY OF ORIGINAL SHOWS AS WELL AS NEW VIDEOS.

**NOTE TO BROADCASTERS:** SOUND BITE AVAILABLE ON CD. FOR MORE INFORMATION, PLEASE CALL THE MEDIA RELATIONS DEPARTMENT AT 1-800-222-5551.