

DONALD TRUMP BUYS CBS RADIO FOR A "FRIGGIN' SONG"



Layoffs to Begin Immediately

Wildly acclaimed, much admired, Donald J. Trump, presumptive Republican presidential nominee, noting that he not only attended the best schools, but is really, really smart, says he cut a really, really huge deal in his new CBS transaction. Trump says the purchase price for the entire CBS Radio Division was, for him, chump change—emphasis on chump, and not much more than the cost of a friggin' song.

He delines to say which song.

When asked about his plans for his new purchase, Trump says his first step will be to rename the division "Trump Radio."

The millionaire-developer, who is really, really rich, notes that because radio is now obsolete, he will shut down all his new over-the-air properties and transform the stations into podcasts. "The best place for what they once called CBS Radio," Trump says, "is podcasting via Apple iTunes."

Trump says it will be accomplished by a staff of four who will voice all the podcasts from a storefront in Hoboken.

Eventually, he intends to declare the division bankrupt and write it off as a bad debt. "This is what really, really smart people do," Trump says.

A previous attempt by Apple to buy CBS fell through after Trump challenged Apple's Tim Cook, disputing Cook's claim he was born in Alabama, and that he actually comes from either Canada or Kenya.

SPRINGSTEEN, CHRISTIE CANCEL CBS 'BOARD' APPEARANCE



Anticipation was high with word that Bruce Springsteen, one of America's great pop artists, planned to perform at the May 21 CBS Board luncheon in Teaneck.

Springsteen says he's deeply disappointed he's unable to attend, but on that date he must supervise the resurfacing of his driveway.

Chris Christie, beloved New Jersey governor, also planned to attend, but now says because Springsteen won't be there, he too will cancel, and instead will carry Donald Trump's bags and water while on the campaign trail.

LORENZO RENOUNCES ROCK 'N ROLL

New Chairman of the CBS "Board" and former music director of WCBS-FM, Richard J. Lorenzo says his early celebration of rock was a tragic mistake, and that he is now embracing obsolete elevator music, with emphasis on Mantovani, Percy Faith, and Mitch Miller.



Further, Lorenzo's Internet rock 'n roll tribute site, The Relic Rack, will now focus on homage to the likes of Pat Boone, Eddie Fisher, and Pete Seeger. Lorenzo says he apologizes for any confusion, but that he's a better man for it.

COPS BUST BRAWL AT CBS 'BOARD'

An ugly argument over the qualitative advantages of lager versus ale, led to a violent dispute among CBS Board members that spread to local streets.

State and Teaneck police used clubs, mace, and water cannon to bring the brawl under control. While there were no serious injuries, fifteen Board members were charged with riot, conspiracy to riot, treason, and sedition.

Board Chairman Richard J. Lorenzo, who was not directly involved in the melee, apologizes profusely, claiming the fracas was not entirely representative of Board members, two or three of whom are noted for their good manners and generosity.

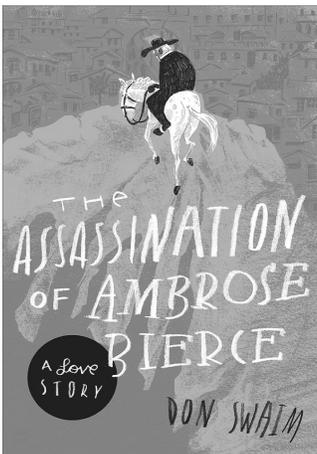
An informal poll of Board members suggests ale is favored over lager.



WCBS Appreciation Site
<http://donswaim.com/wcbsnewsradio88.html>

donswaim.com

DON'S BOOK



CBSers and friends are invited consider Don Swaim's new novel from Hippocampus Press, New York, a vivid account of one of history's great muckraking journalists: Ambrose Bierce, top columnist for the Hearst newspapers, chronicler of the Civil War, and expodent of the modern horror story. From Amazon.com and other booksellers.

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BROOKLYN 33, NEW YORK

CELEBRANTS AT MAY 21 CBS 'BOARD'

- | | |
|----------------------|-------------------------|
| Allen, Craig | Lape, Bob |
| Aronson, Rhoda | Lemoullec, Bob |
| Atherton, Dave | Levin, M. David |
| Barmash, Jerry | Lorenzo, Richard |
| Bernstein, David | Ludlum, Melissa + Scott |
| Block, Mervin | Millman, Pat |
| Brendzel, Roslyn | Murname, Paul |
| Cabot, Wayne | Press, Gary |
| Cichowski, John | Ross, Spencer |
| Diehl, Bill | Sachs, Rick |
| Fishkin, Fred | Salvas, Ed |
| Flowers, George | Scheld, Tim |
| Gibson, Bob | Sheldon, Stephanie |
| Glickman, Todd | Siegfreid, Barry |
| Granick, Mel | Silverman, Ed |
| Hainstock, Elizabeth | Spero, Doug + guest |
| Harris, Lee | Swaim, Don |
| Holmlund, Dave | Tynan, Bill |
| Irving, Jane Tillman | Vaughan, Bob + guest |
| Kaminski, Tom | Whitfield, Roy |
| Kimmel, Bob | |
| Lancelotti, John | |



SERIOUS NOTE ABOUT MIKE LUDLUM

by Don Swaim

A former news director of flagship WCBS, who held a variety of positions at CBS and ABC as well as a teaching stint at NYU, Mike Ludlum (distant relative of the late thriller writer Robert Ludlum) will be remembered not only for his competence, but for his decency. Mike died in November of last year after a sad decline.



Mike and I helped to launch Newsradio 88, he as AM-drive news producer, I as morning news editor. I share compatriot Bob Leeder's heartfelt sentiment that Mike "was an uncommonly gifted broadcaster and a wonderful friend."



brochure design & webmaster
Don Swaim - email:
newsradio88@verizon.net