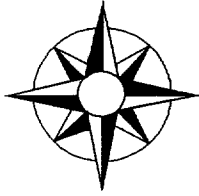


ORIGINAL



EastWest Communications Inc.

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RENEWAL REPORT

A second air show was broadcast on October 27 & 28, 1990. The crowd was estimated at 200,000 for both days. The location was the Naval Air Station just south of New Orleans, LA. with events being held on the base.

Transmitter facilities was set up on a building approximately 75 feet high overlooking the flight line. An effort was made to broadcast all announcements beneficial to the public, as well as narration of air activities and schedule of events.

The problem areas encountered with this air show centered around notification of the public pertaining to the service. A logo was developed to place on posters, but the air show placed it in an insignificant size. Two local TV stations mentioned the service on the news the Saturday night between the two days, but it was concluded the service needed proper announcement far greater than was received by leaving promotion up to the air show.

An effort to have a qualified announcer for emergency situations was also made to provide a significant public service in the event of an accident.